

wrdsaq

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Article Analysis

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Article Analysis

The article assessed is ³ 'the framing of decisions and the psychology of choice' written by Amos Tversky and Daniel Kahneman. Primarily, the discussion is based on the human rationality concept, in which various scholars have defined it differently, but most agree it to be the choices that ensure consistency and coherence. The purpose of the paper is to analyze decision problems that people engage in, which violates the definition of human rationality. After the decisions are identified, the scholars have traced the psychological concepts that determine how people make decisions and the evaluation process involved. They have defined decision problems as the alternatives that must be assessed, and one of the ideas picked depending on the outcomes expected. The authors have also used the word decision frame, referring to the conception of the actions, results, and the contingencies involved in picking ⁴ a particular choice (Tversky & Kahneman, 1981).

The method used in the study is the probability assessment of the options that humans would consider in solving problems. Two scenarios were elaborated, and the ways humans would reason analyzed. The case was imagined, of a situation where the United States would encounter an Asian outbreak that could kill 600 citizens (Tversky & Kahneman, 1981). One of the programs to be implemented to curb the issue would save 200 people. In the other application, all the people would either be saved or die. The authors claimed that most people would go for the first option because its certainty to save lives was higher. Another team of respondents was given other options. In one of the solutions, the program would kill 400 people, while in the other, 1/3 probability would be that no deaths while 2/3 says 600 individuals would die during the study (Tversky & Kahneman, 1981). Here, most of the respondents would go for the second option as the first is negative based. As a result, the authors concluded that the inconsistency of the reactions was led by the framing effect where contradicting attitudes were given due to the gains and the losses incurred.

The writers later explained the above results and conclusions for the readers to understand the determinants in decision making. Here, the utility theory was implemented, which is influenced by several axioms such as preferences, which shape the rationality of making choices (Tversky & Kahneman, 1981). For instance, the utility of a risky expectation is the same as that of the results. When an individual is supposed to make a decision, the rationality is determined by the prospect having the most expected utility. It is due to this that the research respondents preferred the choice saving 200 people other than the one killing 400 because the results of the first is positive. The research implies that as humans make decisions, the rationality involved is determined by the preferences. In turn, decision-makers assess the results other than the process, indicating that where persuading is needed, the results should be positive. For example, when an organization is making changes in its operations, the results should favor the workers. If this is not the case, they would quickly become resistant.

In my view, the researchers should have made several changes for the study to be more reliable. They should have cited the information given by other writers. It would make the work as a continuation of what others have said and offered new insights after the study. The readers would thus find the article more helpful, and it paves the way for the coming researchers. Also, the authors should have specified the number of participants in the study, the gender, age, among other factors. It would make the readers assess the reliability of the research and criticize where necessary. Stating the respondents' reactions without the above information makes the study seem imagined other than experimenting. After the discussion, the writers should have a paragraph or two, explaining the implications or the application of the results to the readers.

Therefore, the article's principal aim was to assess the human's decision-making process and the factors involved. Based on the participants' responses, rationality is

determined by humans' preferences, where gains and losses are assessed. In the following studies, the authors should cite the information gotten from other writers, give more details of the participants involved, and describe the implications or the application of the results of the study.

1
Reference

Tversky, A., & Kahneman, D. (1981). The framing of decisions and the psychology of choice. *Science*, 211(4481), 453-458.

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