

Utility Scales

Normalized utilities: u₊ = 1.0, u₋ = 0.0

• A: [0.8, \$4k; 0.2, \$0] • B: [1.0, \$3k; 0.0, \$0]

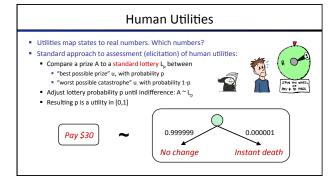
■ C: [0.2, \$4k; 0.8, \$0] ■ D: [0.25, \$3k; 0.75, \$0]

But if U(\$0) = 0, then

- Micromorts: one-millionth chance of death, useful for paying to reduce product risks, etc.
- QALYs: quality-adjusted life years, useful for medical decisions involving substantial risk
- Note: behavior is invariant under positive linear

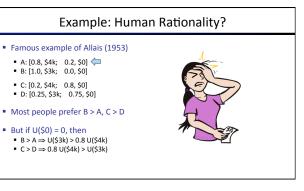


With deterministic prizes only (no lottery choices), only ordinal utility can be determined, i.e., total order on prizes



Money Money does not behave as a utility function, but we can talk about the utility of having money (or being in debt) Given a lottery L = [p, \$X; (1-p), \$Y] ■ The expected monetary value EMV(L) is p*X + (1-p)*Y U(L) = p*U(\$X) + (1-p)*U(\$Y) ■ Typically, U(L) < U(EMV(L)) In this sense, people are risk-averse When deep in debt, people are risk-prone

Example: Insurance • Consider the lottery [0.5, \$1000; 0.5, \$0] What is its expected monetary value? (\$500) What is its certainty equivalent? Monetary value acceptable in lieu of lottery \$400 for most people Difference of \$100 is the insurance premium There's an insurance industry because people will pay to reduce their risk If everyone were risk-neutral, no insurance needed! It's win-win: you'd rather have the \$400 and the insurance company would rather have the lottery (their utility curve is flat and they have many lotteries)



Next Time: MDPs!	