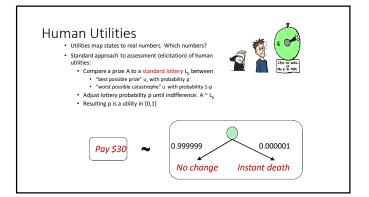


• Note: behavior is invariant under positive linear transformation  $U'(x) = k_1 U(x) + k_2 \quad \text{where } k_1 > 0$ 





## Utility of Money

- Money plays a significant rule in human utility functions
- Usually an agent prefers more money to less

### Utility of Money

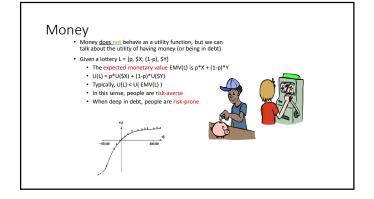
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# Utility of Money

- Money plays a significant rule in human utility functions
- Usually an agent prefers more money to less
- The agent exhibits a monotonic preference for more money

#### But!

- This does not mean that money behaves as a utility function!
- This does not say anything about preferences between lotteries involving money!



#### Example:

- In a television game show:
- A) take \$1,000,000 prize
- B) gamble on the flip of a coin:
  - If heads nothing
    If tails get \$2,500,000

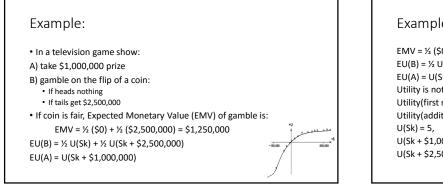
#### Which one you would take? A or B?

+\$

# Example:

- In a television game show: A) take \$1,000,000 prize
- B) gamble on the flip of a coin:
  - · If heads nothing
  - If tails get \$2,500,000
- If coin is fair, Expected Monetary Value (EMV) of gamble is:
  - EMV = ½ (\$0) + ½ (\$2,500,000) = \$1,250,000
    - → more than \$1,000000

# Example: • In a television game show: A) take \$1,000,000 prize B) gamble on the flip of a coin: If heads nothing • If tails get \$2,500,000 • If coin is fair, Expected Monetary Value (EMV) of gamble is: EMV = ½ (\$0) + ½ (\$2,500,000) = \$1,250,000 → more than \$1,000000 Would you choose B?





```
EMV = ½ ($0) + ½ ($2,500,000) = $1,250,000
EU(B) = ½ U(Sk) + ½ U(Sk + $2,500,000)
EU(A) = U(Sk + $1,000,000)
Utility is not directly proportional to monetary value
Utility(first million) is very high!
Utility(additional million) is smaller!
                                                                       800 000
                                                    150 000
U(Sk + $1,000,000) = 8
U(Sk + $2,500,000) = 9
```

