

## **EFFECT UPON PERCEIVED CHOICE OF DISPARITY BETWEEN THE COMPARISON OF BEST OUTCOMES AND THE COMPARISON OF WORST OUTCOMES**

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An interpretation of research on Steiner's model for the attribution of choice is proposed that does not assume the use of expected values of the options. Rather, it assumes that a strategy followed when there are two options with uncertain outcomes is to consider which will be superior if the person is fortunate and the best outcome occurs, and which will be superior if the person is unfortunate and the worst occurs. This assumption, when combined with the assumption that uncertainty about whether the preferred action is the most attractive is a condition for the perception of choice, leads to the hypothesis that a disparity between the comparison of best outcomes and the comparison of worst outcomes increases perceived choice. This hypothesis was supported in experiments using a procedure similar to the previous research. When there was no disparity, the size of the difference in the expected values of the options did not affect perceived choice.

How people attribute choice to themselves and to others has become recognized as an important research topic (Harvey, 1976; Harvey, Harris, & Lightner, 1979; Steiner, 1970). A major theoretical position in this area is the model suggested by Steiner (1970), and investigated by Steiner, Rotermund, and Talaber (1974). This model adopts a suggestion by Brehm and Cohen (1962) that if a person's cognitions are almost equally favorable to

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