



**University of  
Zurich** <sup>UZH</sup>

## Department of Economics – Neuroeconomics Seminar

**April 18, 2024 - 17:00 - 18:00**

Ralph Hertwig

Max Planck Institute for Human Development, Berlin

### **Risk preference: Do we chase a chimera?**

In this talk, I will review the results and implications of a series of studies in which we have, in one way or another, investigated the existence, nature and determinants of risk preference, one of the conceptual building blocks of economic theories of human choice. Our journey will include questions about how to measure risk preferences reliably, if at all, how stable they are, how they change over the lifespan, and how they compare between humans and other primates and across cultures.