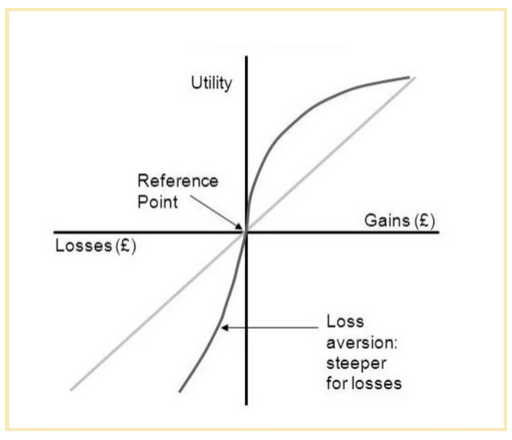
# **Want to learn more about Loss Aversion?**

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Learn more about the theory of loss aversion [here](https://insidebe.com/articles/loss-aversion/).  
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Graph depicting the psychological value of gains and losses.  
﻿﻿Source: [Researchgate](https://www.researchgate.net/figure/Cumulative-Prospect-Theory_fig1_348339300)

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See how the value curve is steeper on the loss (left) side than on the gain side? That is loss aversion.

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