Do Happier People Take More Risks

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Background: Study 1

I’m Feeling Lucky: The Relationship Between Affect and Risk Seeking in the Framing Effect: Elaine Cheung, Joseph A. Mikels

- Procedure:
  - Computerized gambling task
  - Presented a choice situation (made choice with key press)
  - Rated on 7-point Likert scale how much emotions influenced decision
- Results:
  - Positive relationship between emotion reliance and risk-seeking
  - Regulating emotion led to decreased choice of gamble option
  - Relying on emotion resulted in framing effects

Background: Study 2

Could Mood State Affect Risk Taking Decisions: Kenneth S.L Yuen, Tatia M.C Lee

- Procedure:
  - Video clip
  - Choice Dilemmas Questionnaire
- Results:
  - People in positive group were most likely to take risks
  - People in negative group were least likely to take risks

Hypotheses

It was hypothesized that people shown the happy video would be more likely to take a risk, and those shown the sad video would be least likely to take a risk in the gambling scenario.

Design

1. Between Subjects Design: Participants were randomly assigned a video to watch

2. Participants were given $10 and asked if they wanted to spin the wheel

3. Participants ranked how much emotions influenced their decisions

Procedure

Participants (*N*=40):

- Neutral: 3 males, 8 females
- Happy: 2 males, 10 females
- Sad: 5 males, 12 females

Variables:

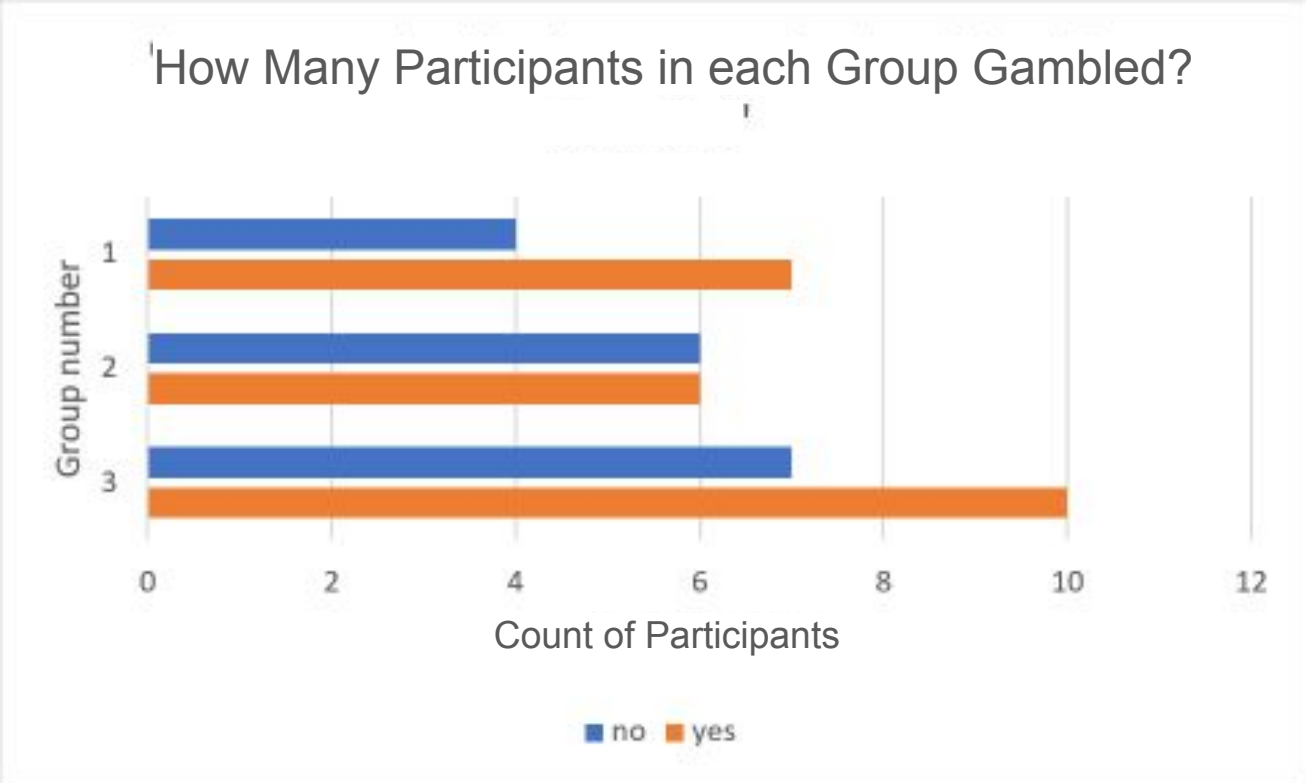
- Independent: video watched
- Dependent: likelihood of gambling

Results

Amount of Participants in Group 1:
7/11 or 63.64%

Amount of Participants in Group 2:
6/12 or 50%

Amount of Participants in Group 3:
10/17 or 58.82%



Results Con.

ANOVA and follow up t-tests to see if the level emotions played differed between groups:

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$ANOVA

    Effect DFn DFd       SSn       SSd           F          p p<.05         ges
1 groupnum   2  37 0.858467 234.7415 0.06765586 0.9346974        0.003643748


$`Levene's Test for Homogeneity of Variance`

  DFn DFd       SSn      SSd         F         p p<.05
1   2  37 0.9333333 67.66667 0.2551724 0.7761351
```

T-tests:
Group 1 ~ Group 2:
t = -0.28 d = 0.12
Group 1 ~ Group 3:
t = -0.36 d = 0.14
Group 2 ~ Group 3:
t = -0.04 d = 0.02

What does this mean?

Conclusions/Implications

- Both the sad and happy groups were less likely to gamble than the control groups
- The sad group was closest to control group percentage
- It is possible that major emotions in general have risk implications
- More studies needed on this idea

External influences:

- The timing of when risks are taken

Limitations

- Qualtrics:

  - Randomization

  - Virtual Setting

- Time
- Fake Money Factor
- Natural Gamblers