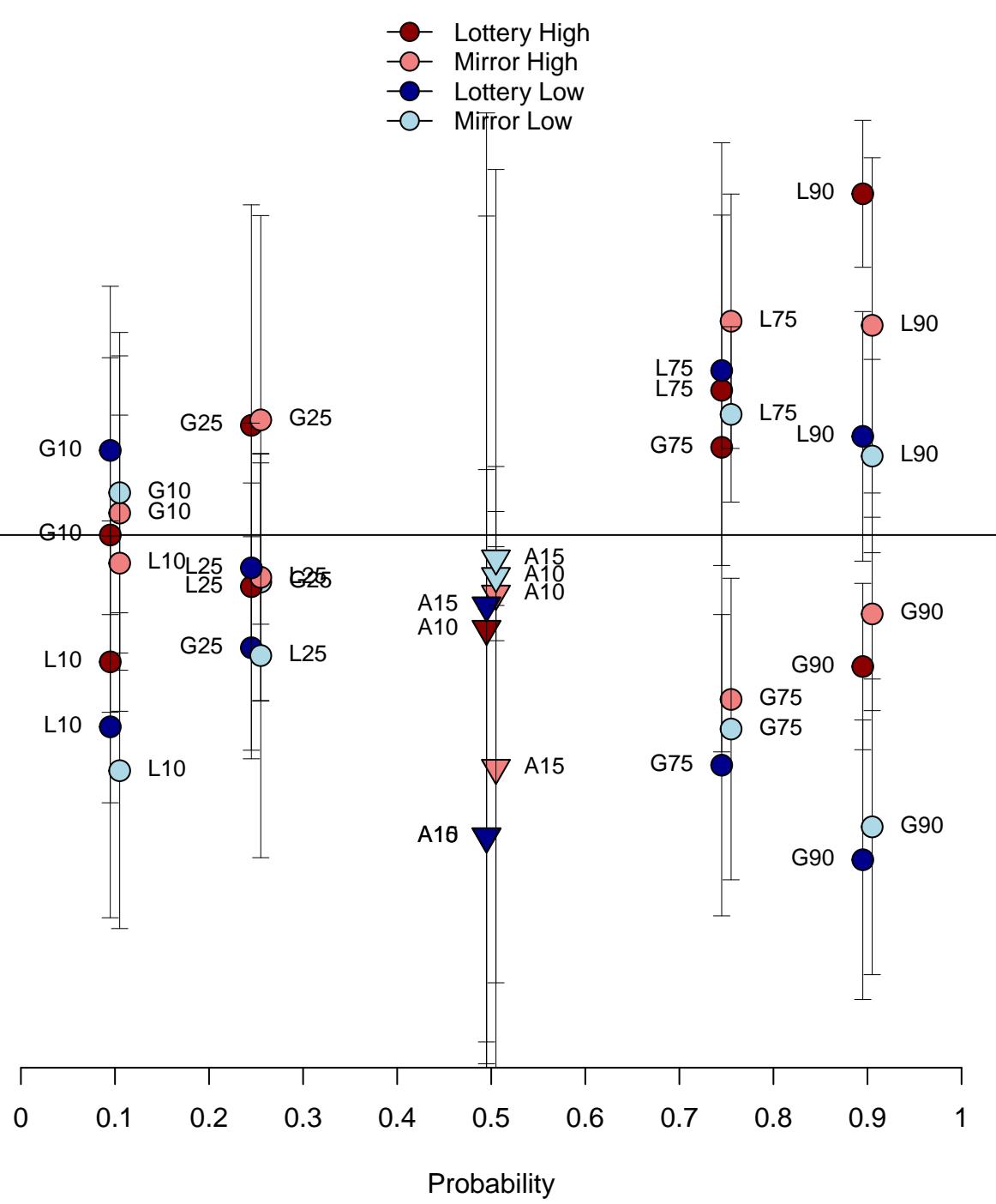


Deviation from Expected Value

Risk/Loss



Loss Averse