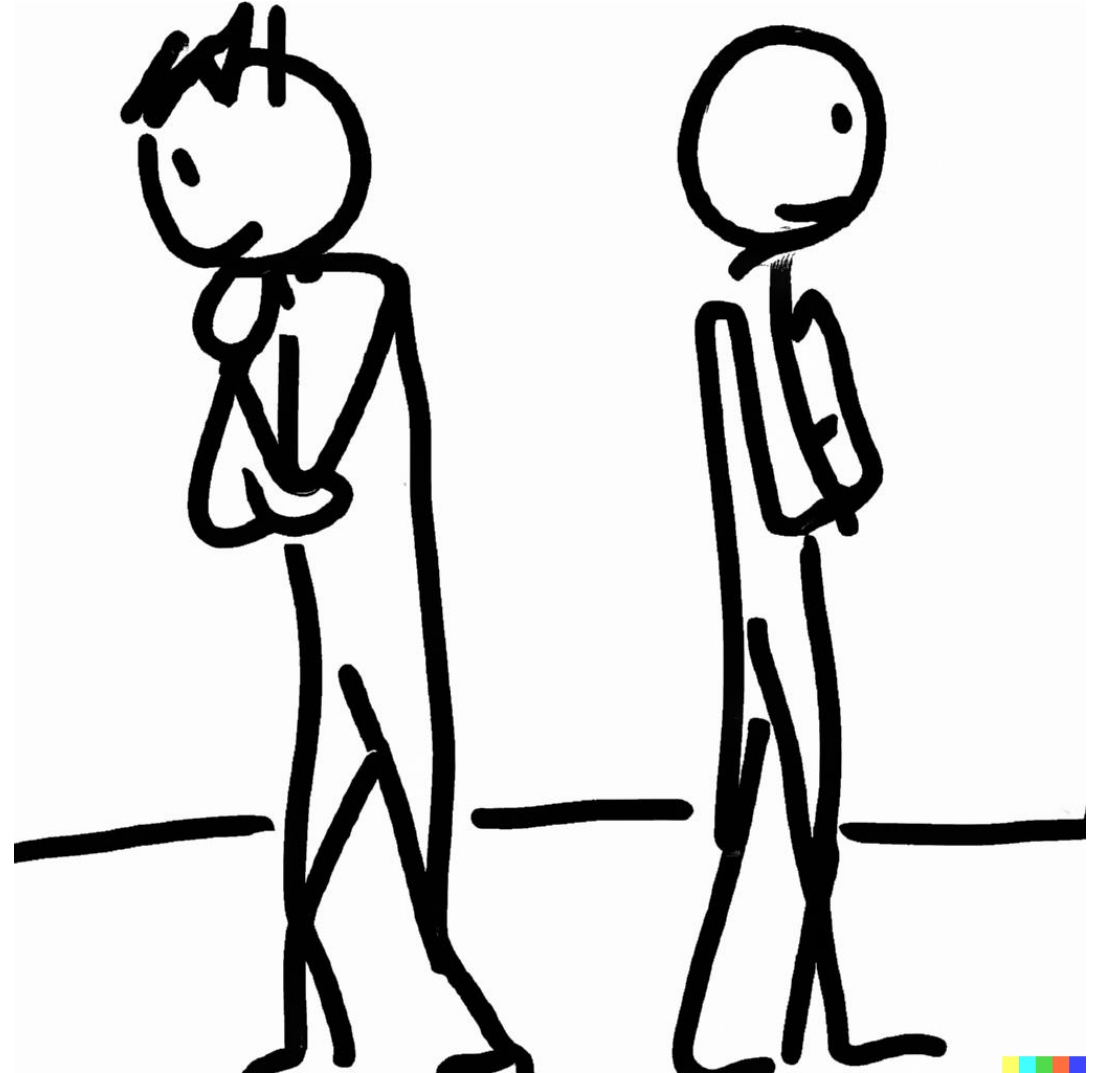


Utility

Notes on Behavioural Economics

Jason Collins



- Banana — 3
- Orange — 2
- Apple — 1

- Banana — 3
- Orange — 2
- Apple — 1

- Banana — 300
- Orange — 2
- Apple — 1

$$u(\cdot)$$

$$u(\text{banana}) = 3$$

$$u(\text{orange}) = 2$$

$$u(\text{apple}) = 1$$

$$x \succcurlyeq y \Leftrightarrow u(x) \geq u(y)$$

$$x \succ y \Leftrightarrow u(x) > u(y)$$

$$x \sim y \Leftrightarrow u(x) = u(y)$$

$$u(\textit{banana}) = 3 > 2 = u(\textit{orange}) \Leftrightarrow \textit{banana} \succ \textit{orange}$$