**For the Win: Risk-Sensitivity Theory in Football Decision-making**

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Risk-sensitivity theory, derived from behavioural ecology, states that decision makers should prefer high-risk options in high need situations when low-risk options will not meet this need. Recent attempts to adopt risk-sensitivity as a framework for studying human decision-making have shown promising results. However, research on human risk-sensitive decision-making has lacked external validity due to strict adherence to experimental designs. Studies have also not extensively looked at multiple levels of need. The present study attempted to address both of these problems by looking at group-level risk-sensitive decision-making in National Football League (NFL) games. Offensive plays from the 2012 NFL regular season (N = 33,944) were analyzed in order to better understand how offensive teams make risk-sensitive decisions pertaining to two distinct needs: 1) attaining first downs and 2) scoring more points than the opposing team. Results indicate that decision-makers made risk-sensitive decisions correlated with attaining first downs at all points of the game. Risk-sensitive decisions were only made in regards to score disparity in the fourth quarter when the need to outscore the opponent was most salient. This is the first time risk-sensitivity theory has been examined in a naturalistic setting among humans. These results may help researchers better understand real world implications of the theory.