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## Self-Other Decision-Making Differences Derived from Construal Level

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**Abstract** The authors review the self-other decision-making differences, and propose that such differences are derived from decision makers' cognitive differences in construal level. The mental construals are low when people make decisions for themselves, whereas the mental construals are high when they decide for others. Theoretically, self-other decision-making differences are illustrations of bounded rationality. Practically, understanding such differences as well as their mechanisms helps to achieve optimal decisions.

**Key words** self-other decision-making differences; cognitive differences; construal level; psychological weights attached to gains and losses; bounded rationality

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[5-6]  
[1]  
[2-3]

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“(bounded rationality)<sup>[7]</sup>  
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## 2 - :

Kray<sup>[8]</sup>,  
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 , , - [29]  
 [9,12] ,  
 [17-19] ( , )

Pronin [20]

, - , Polman<sup>[30]</sup>  
 (regulatory focus),  
 ;  
 , - Polman<sup>[31]</sup>  
 , ;  
 ;

## 2.2

, Garcia-Retamero [2] - (cost-  
 benefit)  
 (nega-  
 tivity bias)  
 [21-24] (prospect theory)<sup>[25]</sup>

## 3

[26], -  
 (promotion focus), **3.1**  
 ; **3.1.1**  
 (prevention focus),  
 [27-28] :

1)

(primary feature)

Kray [8,34]

(secondary feature)

[32]

, A  
, B

B Kray

, Liviatan [16]

( )

( )

( )

), B  
Polman [35]

(predecisional distortion),

-

, Laran [36]

(the management of multiple

goals),

2)

bility)

(feasibility)

: (desira-

[9]

4)

[5-6]

, Danziger

[33]

Lu [5]

( )

( )

Yan [37]

( )

( )

3)

3.1.2

Polman [38]

[47]

[45-46]

[48-49]

3.2

3.2.1

(loss aversion)<sup>[25,50]</sup>

[39]

Polman<sup>[31]</sup>

3.1.3

, Pollai [40]

(risk-defusing operator, ROD)

Huber [41]

(pre-event RDOs)

(post-event RDOs)

[51]

[29,42-43]

Sagris-

3.2.2

(status quo bias)

tano [44]

[52]

[53-54]

4 : -

[52-53]

Lu [55]

Polman [31]

Simon [7]

\$25

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[4]

3.2.3

(choice overload effect)

[56] Polman [30]

35

8

, Polman [30]

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