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“ ”(bounded rationality)^[7]
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Kray^[8] ，
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1)

(primary feature)

Kray [8,34]

(secondary feature)

[32]

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, B

B Kray

, Liviatan [16]

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), B Polman [35]

(predecisional distortion),

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, Laran [36]

(the management of multiple

goals),

2)

bility)

(feasibility)

(desira-

[9]

4)

[5-6]

, Danziger [33]

Lu [5]

Yan [37]

3)

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[45-46],

[48-49]

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3.

ss aversion)^[25,50]

(post-event

[51]

us quo bias)

[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]

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, Polman^[30]

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- Guilford, 2007: 353–383
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