



Home ▶ All Journals ▶ Journal of Behavioral Finance ▶ List of Issues ▶ Volume 16, Issue 3 Subjective Probability in Behavioral Eco ....

Iournal of Behavioral Finance > Volume 16, 2015 - Issue 3

Views CrossRef citations to date Altmetric

839 6

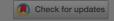
**Articles** 

# Subjective Probability in Behavioral Economics and Finance: A Radical Reformulation

H. Joel Jeffrey 🔀 & Anthony O. Putman

Pages 231-249 | Published online: 25 Aug 2015

**66** Cite this article ⚠ https://doi.org/10.1080/15427560.2015.1065262



Sample our **Behavioral Sciences** >> Sign in here to start your access to the latest two volumes for 14 days

Full Article

Figures & data

References

**66** Citations

**Metrics** 

➡ Reprints & Permissions

Read this article

### **Abstract**

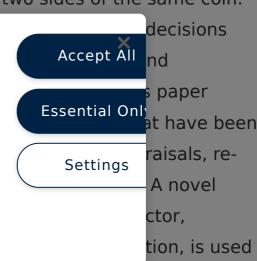
Behavioral finance depends intimately on the notion of subjective probability, which has been universally treated as one of the two forms of probability. A substantial body of work and recent experimental results show conclusively that this approach is invalid: subjective and objective probabilities cannot be treated as two sides of the same coin.

This rais based o calculati prese calle descript formulat

Observe

#### About Cookies On This Site

We and our partners use cookies to enhance your website experience, learn how our site is used, offer personalised features, measure the effectiveness of our services, and tailor content and ads to your interests while you navigate on the web or interact with us across devices. You can choose to accept all of these cookies or only essential cookies. To learn more or manage your preferences, click "Settings". For further information about the data we collect from you, please see our Privacy Policy



to develop new methods for evaluating data, finding patterns in data, and integrating

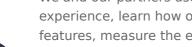
probabilities and uncertainty appraisals, that is, those aspects that have, until now, been called "subjective probabilities."

**Q** Keywords: Subjective probability Decision theory Homo commmunitatis

## Notes

- 1. A formulation of the concepts of intentional action, deliberate action, and community in mathematical formalism may be found in Jeffrey [2010].
- 2. Poincaré [1905/1970] noted that "axioms are definitions in disguise"; that is, they articulate the basic relationships in a mathematical domain. The principles of homo economicus articulate the domain of behavior. As Putman discusses in his introduction to Ossorio [2012], this does not mean that the principles function as postulates or assumed truths.





About Cookies On This Site

We and our partners use cookies to enhance your website experience, learn how our site is used, offer personalised features, measure the effectiveness of our services, and tailor content and ads to your interests while you navigate on the web or interact with us across devices. You can choose to accept all of these cookies or only essential cookies. To learn more or manage your preferences, click "Settings". For further information about the data we collect from you, please see our Privacy Policy

Accept All **Essential Onl** 

Settings

Information for

Authors

R&D professionals

**Editors** 

Librarians

Societies

Opportunities

Reprints and e-prints

Advertising solutions

Accelerated publication

Corporate access solutions

Open access

Overview

Open journals

**Open Select** 

**Dove Medical Press** 

F1000Research

Help and information

Help and contact

Newsroom

All journals

Books

### Keep up to date

Register to receive personalised research and resources by email



Sign me up











Copyright © 2024 Informa UK Limited Privacy policy Cookies Terms & conditions



Accessibility

Registered in England & Wales No. 3099067 5 Howick Place | London | SW1P 1WG

### About Cookies On This Site



We and our partners use cookies to enhance your website experience, learn how our site is used, offer personalised features, measure the effectiveness of our services, and tailor content and ads to your interests while you navigate on the web or interact with us across devices. You can choose to accept all of these cookies or only essential cookies. To learn more or manage your preferences, click "Settings". For further information about the data we collect from you, please see our <a href="Privacy Policy">Privacy Policy</a>



Essential Onl

Settings