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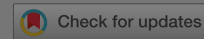
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# Subjective Probability in Behavioral Economics and Finance: A Radical Reformulation

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

Keywords: [Subjective probability](#) [Decision theory](#) [Homo communitatis](#) [Probability theory](#)

## 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.

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