

# Decision Processes Colloquia

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Monday, March 31, 2025

Where: JMHH G50

When: 12:00 – 1:20 pm

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Carnegie Mellon

## Attention-based Utility

### ABSTRACT:

In this talk, I will explore key aspects of human attention that hold particular significance for economics, leading to the introduction of the concept of attention-based utility. This concept highlights how an individual's well-being at any moment is shaped not only by their objective circumstances but also by what they focus on—whether that involves their surroundings, internal states, or memories. I will then present findings from a field study and three experiments that demonstrate how investor attention is shaped by hedonic factors, and examine the resulting impact on investor behavior.

