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THE ROLE OF EMOTION IN DECISION-MAKING: A COGNITIVE NEUROECONOMIC APPROACH TOWARDS UNDERSTANDING SEXUAL RISK BEHAVIOR

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ABSTRACT:

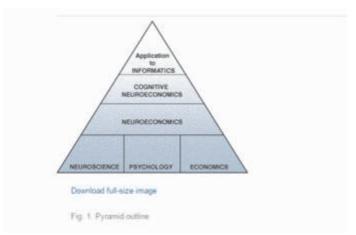
odels of basic leadership normally concentrate on psychological, situational, and socio-social factors in representing human execution. Nonetheless, the passionate segment is once in a while tended to inside these models. This paper surveys confirm for the passionate part of basic leadership and its part inside another structure of examination, called neuroeconomics. The new approach intends to assemble a far reaching hypothesis of basic leadership, through the unification of speculations and techniques from financial aspects, brain research, and neuroscience. In this paper, we



audit these integrative research techniques and their applications to issues of general wellbeing, with illustrative cases from our exploration on youthful grown-ups' sheltered sex rehearses. This approach guarantees to be significant as an exhaustively clear and potentially, better prescient model for development and customization of choice help apparatuses for wellbeing experts and buyers.

1. INTRODUCTION

Basic leadership is a field of enthusiasm for scholars, financial analysts, clinicians, and neuroscientists, among others. A major inquiry that drives look into around there is the reason do individuals who are given similar choices settle on various decisions? What is it about the psychological and neurological procedures that lead individuals to various results? Why do sound models, for example, those utilized as a part of financial matters and the traditional basic leadership hypothesis not generally precisely anticipate a person's conduct? These inquiries and others are especially valid for basic leadership under hazard, instability, and uncertainty. These inquiries are tended to by the developing field of neuroeconomics which is the mix of the alternate points of view and hypotheses of brain research, financial matters, and neuroscience. This is given in Fig. 1.



Our goal in this paper is to investigate the part of feeling in basic leadership and to present speculations and strategies utilized in the developing field of neuroeconomics in this specific circumstance. We initially exhibit a survey of hypotheses and research techniques for contemplating basic leadership, including traditional choice speculations, the intellectual naturalistic approach, and the neurological premise of conduct. We at that point introduce a rundown of the part of feeling in basic leadership, characterizing the polarity of passionate and sane frameworks, look into on hazard evaluation, and discoveries from neuroscience. The accompanying area presents another procedure for looking into and clarifying basic leadership conduct, the neuroeconomic approach. Our exchange concentrates on the combination of the different controls of financial matters, brain research, and neuroscience in this new approach, and a synopsis of work as of now directed in this vein. We at that point propose an augmentation to the neuroeconomic show, intellectual neuroeconomics, which highlights the power of both feeling and insight in basic leadership under hazard and vulnerability. We outline how this approach can be connected to issues of general wellbeing, to be specific sexual basic leadership, with a case from our examination on youthful grown-ups' more secure sex rehearses, which have suggestions for the spread of HIV. The evident confinement of this audit is that our investigation did not use neuroscience techniques, which limits our dialog to conceivable future research utilizing these strategies. In our decisions, we talk about the pertinence of this new way to deal with restorative informatics, and the suggestions for the development of choice help apparatuses for wellbeing experts and purchasers.

In our outline, we concentrate on basic leadership by the lay open, particularly to see how and under what conditions people in general makes "close misses" and hazardous choices about their wellbeing. Regardless of general wellbeing efforts, instructive projects in schools, and different mediations, the rate of HIV disease among the more youthful "hetero" populace is on the ascent. As indicated by the World Health Report 2004, the predominant method of HIV transmission is unprotected sex [1]. Youthful grown-ups participate in unprotected intercourse despite the fact that they know that they hazard HIV contamination thusly, and they perceive that condom utilize is a viable methods for insurance against disease. In light of this data, we have to address this general medical problem and the advancement of more secure sex hones, particularly in youthful grown-ups—people who are frequently high daring individuals.

We led an investigation of basic leadership about dangerous sexual conduct, utilizing a gathering of 60 hetero youthful urban men and ladies [2]. These youthful grown-ups were as of late sexually dynamic, and had a direct learning of HIV on a standard information evaluation. We gathered day by day diaries chronicling every youthful grown-up's sexual conduct, which were supplemented by top to bottom meetings concerning sexual histories and demeanors towards an assortment of related sexual-wellbeing points. Intellectual investigation of the information drove us to give careful consideration to condom use as an objective choice point amid the sexual experience. In a prompt choice circumstance amid a sexual experience, there are just two alternatives from which to continue: (1) utilize condoms and in this way enormously limit the danger of getting a STD or pregnancy, or (2) not utilize condoms and accordingly incredibly increment the danger of pregnancy or getting a STD. Established choice hypothesis and financial models of basic leadership recommend that the best

alternative for the individual is to utilize condoms amid sex, yet this is not as a rule the situation by and by.

In the intellectual naturalistic model, there are psychological (memory, information, derivations, methodologies), socio-social (assemble standards), and situational (ecological) imperatives on the basic leadership prepare. The subjective elements are past encounters, convictions and presumptions, discernments, and activities. These variables cooperate with socio-social models and the earth, bringing about some conduct. Utilizing this system, we recognized four particular examples of lifetime condom utilize, a pointer of safe sex conduct: (1) for the most part steady condom utilize (35.0%), (2) generally conflicting condom utilize (16.7%), (3) moving from predictable to conflicting condom utilize (35.0%), and (4) moving from conflicting to reliable condom utilize (13.3%) [2].

Be that as it may, we were not ready to completely represent all conduct utilizing the subjective model alone. An investigation of the information utilizing fleeting and topical coding, and additionally semantic relations, unequivocally proposes that feeling is a key factor in understanding the variety in conduct. Stretching out our model to incorporate the part of feeling, and in addition its connection with cognizance, builds our capacity to represent basic leadership under hazard.

2. POINTS OF VIEW ON BASIC LEADERSHIP

2.1. Established choice speculations in brain research and financial matters

As per Classical Decision Theory (CDT), settling on choices include picking a game-plan among a settled arrangement of choices considering a particular objective. The three parts of a choice are (1) alternatives or approaches, (2) convictions and anticipations of the choices in accomplishing the objective, and (3) result hopes (negative or positive) [3]. CDT concentrates on how and why choices go amiss from a specific standard of judiciousness, which depends on optimality. As per this hypothesis, the point in settling on a choice is to boost the additions, or expected estimation of the result, and utilize data in a way that would fulfill this objective. The normal esteem is a straight model that communicates a multiplicative connection amongst likelihood and utility. This accept people are conglomerating and measuring data precisely and reliably and that they can make coherent and exactly adjust judgments [4]. In any case, CDT has neglected to clarify conduct and basic leadership in viable, genuine circumstances. This hypothesis is constrained in elucidating power since it regards all choices as basically the same, contrasting them with a standardizing standard. Nonetheless, people have not been found to settle on choices following a regularizing model [5].

The set up worldview for concentrate therapeutic basic leadership is the regulating relative approach, in light of CDT [6]. Generally, look into has been led in controlled research facility settings and the attention is on the idea of the choice result and how it veers off from a standardizing standard. Under this model, specialists are liable to an indistinguishable guidelines from laypeople. There is additionally less accentuation on area particular learning.

Choice analysts have likewise taken a gander at judgment under instability and its impacts on choices and conduct. As per the regulating model, vulnerability mirrors the judgment of the probability of an occasion in a specific circumstance (a likelihood). The hypotheses that fall under this regularizing approach are the normal utility and subjective expected utility speculations, which affirm that choices are made to expand one's increases (proportion of chance taken by measure of result), and the restrictive likelihood hypothesis, in view of the Bayesian viewpoint (Laplace-Bayes hypothesis) [6]. The speculations all assume the ideal choice is picked in circumstances of instability. The qualities of these models are that they give a standard from which to contrast and discover routes with enhance human conduct, and all around characterized numerical models of judicious choices. In any case, these models more often than not perform superior to anything people do and people don't generally reason as per the premises of these models [6]. For instance, in the wake of surveying late teenagers' and youthful grown-ups' (16–21 years) saw individual danger of HIV, hazard related with six sexual exercises, and saw probability of and late experience participating in each sort, solid portrayals of sexual hazard were not observed to be valuable indicators of genuine sexual conduct [7]. In another investigation, youthful grown-up men (21–33 years) were observed to be just imperceptibly guided by dangers related with unprotected sexual movement and by saw pervasiveness of HIV [8].

Tversky and Kahneman [9] have characterized the utilization of heuristics, inclinations, and surrounding impacts in influencing the leader. They have been found to create choices that efficiently veer off from the regulating standard trying to make up for absence of learning. These heuristic procedures, albeit some of the time suitable and effective, frequently result in poor choices.

Heuristics, predispositions, and encircling impacts have been very much archived with regards to wellbeing related choices. For instance, analysts have examined affirmation predisposition and surrounding impacts (survival versus death rates) in the therapeutic zone [10]. It has been discovered that positive encircling outcomes in more hazard opposed decisions though negative surrounding expands chance looking for decisions [11].

There are likewise ponders that have analyzed the inclinations and heuristics utilized by youthful grown-ups when thinking about dangerous circumstances [12–14] that are pertinent to HIV [15–22]. In a lab ponder including male college understudies, judgments of STD chance potential were brought down fundamentally in the wake of review photos of individuals evaluated high in sex bid contrasted with beginning appraisals in view of sexual histories alone [23]. People reliably show an idealistic predisposition with respect to view of their own HIV chance [24,25]. Different analysts have likewise discovered false accord inclinations whereby people rate their associates as like themselves as far as hazard, paying little mind to chance data [26].

A constraint of the customary lab based "heuristics and inclinations" approach is that it is obliged by not having information on how individuals commit errors at the point that the choice is made, just that they committed an error [27]. Research utilizing this approach makes the verifiable suspicion that the deci

2.3.2. Cases from social insurance space

The Bechara/Damasio model of basic leadership is characterized as the "capacity to choose the most beneficial reaction from a variety of prompt conceivable behavioral decisions" [41,42]. An end product of this model is that reactions progressively are impacted by different intellectual and full of feeling forms. These incorporate recovery of past reward/discipline encounters related with a reaction; working memory, in brief support of data; level of responsiveness to future objectives and results; and getting ready for an ideal future result or objective. As talked about in the past segment, each of these procedures has a hidden neural substrate inside the prefrontal cortex and prefrontal-subcortical hardware. The model predicts that a deficiency in any of these capacities result in weakened basic leadership as psychological impulsivity, characterized as a determination one-sided towards the decisions related with more noteworthy guick reward, independent without bounds outcomes of the decisions. These shortages can come about because of countless, for example, sores (for survey, see [39]) and medicate mishandle [43,44]. Maia and McClelland [45] challenge the elucidation that injuries of this area, especially those of the ventro-average prefrontal cortex (VMPC) cause a shortage in the lowa Gambling Task, through intellectual impulsivity. Or maybe, they trust this is an aftereffect of the interruption of inversion adapting, along these lines debilitating them from modifying their reactions when the fortification estimation of the jolts is switched [45]. Subsequently, the data as to this issue is not convincing and additionally work is expected to completely depict and decipher the different neural substrates and procedures included.

3. THE PART OF FEELING IN BASIC LEADERSHIP

As of not long ago, choice scientists have not concentrated on the part of feeling as a different factor in the choice procedure. Feeling was seen just as a negative impact and obstacle to the sound choice process. All the more as of late, a few scientists have focused on the significance of ecological, social, and passionate impacts on basic leadership [27,46–49]. Fischhoff [47] underscores the impact that specific circumstance and understanding can have on basic leadership, and Loewenstein [48] stresses that instinctive variables, for example, sexual excitement or yearning, can significantly influence basic leadership forms. Gold and associates [50,51] analyzed contrasts between deduction in "the icy light of day" versus in "the warmth existing apart from everything else." Thinking in the harsh elements light of day will probably be founded on more levelheaded, learning based surmisings, though thinking seemingly out of the blue is for the most part faultier and more prone

to contain nonsensical avocations for unsafe, yet by and by sought, conduct. Factors, for example, these mirror the requirement for combination of information and certifiable encounters over a wide assortment of inner and outer settings. These intellectual, ecological, and social components communicate with feeling, particularly in hazardous and guestionable circumstances.

There has been a ceaseless civil argument over the autonomy of cognizance and feeling, and the contention amongst sane and passionate thinking. Current hypotheses propose there are two overwhelming frameworks individuals use to comprehend and survey hazard: the "scientific framework" and the "experiential framework." The "investigative framework" includes cognizant and ponder intellectual procedures that utilize different calculations and regularizing guidelines to create legitimate, reason-situated, conduct [52]. Conversely, the "experiential framework" utilizes past encounters, feeling related affiliations, and instincts when deciding. The experiential framework depends more on oblivious as opposed to cognizant procedures. Slovic [53] proposes that these two frameworks must work in coordinated effort all together for the leader to achieve a reasonable choice. Most models of basic leadership accept the procedure to be objective, which would avoid the likelihood of feeling assuming a part, other than of a deterrent. Different models adopt the valence-based strategy and assess negative and positive effects on conduct, without determining the feeling [54]. This has prompted a constrained comprehension of how particular feelings, particularly those present in a person in unsafe and indeterminate circumstances, add to the basic leadership prepare. Hazardous sexual conduct contains an intrinsic passionate part that can not be overlooked, but rather should be coordinated into a more powerful model of basic leadership.

Metcalfe and Mischel [55] plot a structure for understanding a person's capacity to defer delight through resolve. They, like Slovic, Gold, and others, depict a cool psychological framework, the "know" framework, and a hot enthusiastic framework, the "go" framework, where the association between the two frameworks is principal to self-direction, particularly as far as deferring satisfaction. In their model, the hot and cool frameworks are comprised of hubs that can be enacted and restrained by outside and inside occasions and procedures (e.g., formative elements, push, dispositional factors, and natural components). Hot hubs contain the experience of various emotions identified with particular occasions. Then again, cool hubs contain data around an occasion, however are disengaged and without enthusiastic experience. The communication of these frameworks with other outer and inside variables brings about watched conduct.

An examination on buyer basic leadership researched the association amongst perception and feeling [56]. In the exploration, members picked between two choices: one of the choices was related with a more great effect, however with less positive perceptions and the other choice was related with a less good effect, yet with more ideal comprehensions. One of the discoveries was that when preparing assets are higher and effectively available, perception greaterly affects decision than influence. This examination upheld the work of Puri [57], who recognized "impulsives" (high on buyer impulsivity) and "prudents" (low on shopper impulsivity). The recognizing trademark between these two gatherings was the level of availability of discernments identified with incautious conduct. It was additionally discovered that "prudents" invested more energy contemplating the results of their activities than did "impulsives", and in this manner this gathering was all the more effectively ready to get to related insights.

Feelings likewise impact our mentalities and judgments, which thusly, impact the choices we make. Zajonc [58] recommended that feeling is an autonomous, essential, and prevailing impact of individuals' reactions to social circumstances. In any case, it can effectsly affect our conduct through certainly molding our states of mind and judgments (intellectual portrayals of the world). Moreover, feeling may have distinctive impacts relying upon the negative or positive valence of the feeling [59], or particular negative or positive feelings, for example, outrage or dread, or joy and delight [54].

With regards to wellbeing related choices, influence has been observed to be a critical indicator of taking part in wellbeing defensive practices (e.g., more secure sex hones, work out, sound eating routine) through its impacts on self-viability (saw capacity to deal with one's wellbeing) [60]. Nonetheless, the correct mental, and conceivable neurobiological, instruments for this relationship are not completely caught on.

Another factor that impacts the basic leadership prepare is excitement. This is especially important in

sexual circumstances, and may have suggestions for choices to utilize more secure sex rehearses, for example, condom utilize. Excitement speculations are essentially worried about the free impact of emotionality and excitement on subjective execution, though consideration hypotheses concentrate on the psychological segment of feelings and its basically unfavorable impact on cognizance [61]. Be that as it may, the issue is more intricate on the grounds that excitement can be valuable or unsafe, contingent upon the circumstance. Likewise, excitement can trigger distinctive examinations of the felt feeling, contingent upon the setting of the circumstance [62].

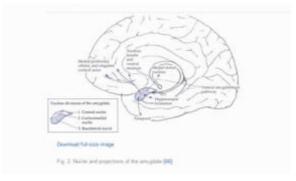
The connection amongst excitement and execution has additionally been investigated and a modified U-bend relationship has been found. This marvel is known as the Yerkes–Dodson law [63,64]. Easterbrook's hypothesis (1959) [65] clarifies this marvel in that excitement influences execution by managing the broadness of a person's concentration of consideration. Under circumstances of low excitement, the concentration of consideration is excessively expansive, and the individual has, making it impossible to deal with significant and immaterial data. Contrastingly, under circumstances of high excitement, the concentration of consideration is excessively restricted, and critical data might be precluded. The ideal circumstance is direct excitement, where there is an adjust of the concentration of consideration.

3.1. Neuroscience examine on feeling

The investigation of the idea of human feelings and also their neural bases has been a subject of conflict for over 50 years. Given the subjective idea of this theme it has been hard to frame an extensive rundown of what considers a feeling and considerably more hard to distinguish the neural substrates of this immense and complex marvel. In this area of the paper, we will endeavor to give a diagram of the neural hardware required in passionate preparing and after that go ahead to talk about the pertinence of these substrates to basic leadership.

Verifiably, it has been trusted that the limbic framework completely is in charge of preparing passionate reactions in people and different creatures. Be that as it may, the later view puts specific accentuation on the amygdale (Fig. 2) as the way to enthusiastic encounters. This district and its hardware are accepted to be required in preparing of enthusiastic jolts, association of obvious reactions to these boosts and the instinctive or inside reactions of the body's organization.

This model is dynamic, and is delicate to changes in feeling, discernment, and conduct after some time and with aggregated understanding. Fig. 4 delineates the bidirectional impacts of the security of discernments and feeling and also the consistency of conduct after some time. Moreover, a sudden occasion, which happens remotely to the individual, impacts both the strength of discernments and the security of feelings, which thus, impacts the consistency of conduct.



5.1. Part of feeling and discernment in sexual basic leadership: a delineation

In this area, we give a representation of how this intellectual neuroeconomic model can be connected to sexual basic leadership, a specific kind of basic leadership under hazard. We give proof of its pertinence through cases from our investigation on youthful grown-ups' sheltered sex rehearses. In the start of the paper, we clarified the intellectual naturalistic model, which we have used to distinguish examples of condom use among the youthful grown-ups in our investigation. We were not ready to represent the greater part of our information

utilizing our present model, however stretching out the model to consolidate the part of feeling has enabled us to clarify a bigger number of varieties in conduct than some time recently. It is critical to note, be that as it may, that our investigation did not include the utilization of any neuroscience systems. We are, in this manner, unfit to completely represent this specific part of the model relevant to our present examination.

Our examinations demonstrate that, in all examples of condom use, there are prevailing feelings that impact the procedure of basic leadership. These feelings can be felt before a choice has been made (pre-choice) and after a choice has been made (post-choice), and these feelings may vary from each other and have distinctive impacts on resulting discernments and conduct. The feelings additionally connect with comprehensions and impression of the circumstance, ecological and situational factors, past encounters, and saw dangers and advantages of playing out the conduct. The youthful grown-ups in our investigation were more touchy to downright changes (from low to high or high to low) in advantages and dangers, than real changes in the correct numerical likelihood of these advantages and dangers. Regardless of the possibility that they construct their choices with respect to a number, their estimations of the number are generally off base. Thusly, settling on a choice as indicated by the traditional model won't generally bring about the best choice. The dependability after some time of pre-and post-choice feelings can vary contingent upon a person's conduct and the steadiness of that person's observations. The conduct, thus, can impact the feeling felt post-choice (after the sexual experience), which may impact observations and conduct amid the following sexual experience.

Example An is portrayed by reliable condom utilize. Toward the start of these people's lifetime sexual movement, the predominant pre-choice feeling was fear (contrary effect). What's more, these youthful grownups concentrate on the long haul impacts of their conduct. Their decisions are to utilize condoms or not utilize condoms amid sex. In the event that they utilize condoms, the apparent advantages in the long haul are high (assurance from STDs/HIV and pregnancy) and the apparent dangers are low (insurance from STDs/HIV and pregnancy). On the off chance that they don't utilize condoms, the apparent advantages are high (joy), yet the apparent dangers are likewise high (no insurance from STDs/HIV or pregnancy, if a substitute type of contraception is not utilized). In the two circumstances, the advantages are high, despite the fact that they allude to various advantages, however in the event that they don't utilize condoms, the dangers are likewise high. Along these lines, they utilize condoms reliably amid sex, all the while guaranteeing high advantages and low dangers. The underlying apprehension that they felt moved toward becoming solace and a sentiment security (positive effect) in light of the fact that their conduct kept them shielded from negative results. One young lady underscores this point with her reaction to the questioner's inquiry of what has affected her choice to utilize condoms. She answered, "In light of the fact that they're defensive [against] pregnancy. What's more, I feel spotless and safe moreover." After the sexual experience, these people feel comfort in the way that they have ensured themselves and fulfillment (constructive effect) from taking part in the sexual action. Their feelings stay stable thus do their observations, bringing about the consistency of condom utilize.

On the flip side of the range, Pattern D is portrayed by conflicting condom use, in which youthful grown-ups speaking to this example don't utilize condoms more often than not. These people's prevailing feelings are longing and energy, which come from sexual excitement. Therefore, they just concentrate on the fleeting impacts of their conduct in the secluded sexual experience. Since these youthful grown-ups at times do utilize condoms, it is vital to recognize how the conditions vary amid secured and unprotected sexual experiences. One young fellow (member #46) gives knowledge into this issue:

For this situation, in the event that they utilize condoms, the apparent advantages are low (less joy) and the apparent dangers are low (insurance from STDs/HIV and pregnancy). In the event that they don't utilize condoms, the apparent advantages are high (delight, fancy, energy), yet the apparent dangers are likewise high (no security from STDs/HIV or pregnancy, if a substitute type of contraception is not utilized). Since their emphasis is on every particular experience, the apparent dangers and advantages are exact. Harmonious with their feeling and craving for joy, these people concentrate on the high advantages acquired from not utilizing condoms, rather than the low dangers from utilizing condoms. These variables likewise communicate with the natural factor of condom accessibility. At the point when a condom is not accessible, it is more probable for them not to utilize a condom in light of their feelings and concentrate on the pleasurable advantages of not utilizing a

condom. In any case, if a condom is accessible, it is likely that they will choose to utilize a condom and consider the high dangers of not utilizing a condom.

Most circumstances, these youthful grown-ups don't utilize condoms, and here and there encounter lament and blame post-sexual experience since they didn't utilize a condom and subsequently, put themselves at chance. In this manner, their feelings are always in flux. These negative post-choice feelings will some of the time influence condom use amid the following sexual experience if that experience happens before long, yet most choices are made in the real sexual circumstance since they have not defined an arrangement in advance.

Example B is described by a move from reliable to conflicting condom use amid a relationship. At first, these people encounter weakness and dread for their security in light of an absence of trust and vulnerability about their accomplices. Be that as it may, these youthful grown-ups need to confide in their accomplices and are generally required in long haul connections. Likewise with the people rehearsing steady condom utilize, these youthful grown-ups additionally concentrate on the long haul impacts of their conduct. Toward the start of another relationship, they consider insurance. On the off chance that they utilize condoms, the apparent advantages in the long haul are high (insurance from STDs/HIV and pregnancy) and the apparent dangers are low (assurance from STDs/HIV and pregnancy). In the event that they don't utilize condoms, the apparent advantages are high (delight, trust), yet the apparent dangers are likewise high (no security from STDs or pregnancy, if a substitute type of contraception is not utilized). Likewise with Pattern A, the conduct, in the underlying phases of the relationship, is to utilize condoms reliably.

After some time, these people encounter a slow change in their feelings from uncertainty to security because of the nearness of trust. Changes in their impression of the relationship depend on changes in their feelings. Accordingly, their impression of the dedication and restrictiveness of their accomplice the relationship might be mistaken. One young lady discussed how her sentiments changed when she and her accomplice chose to suspend condom utilize. She said that she got a "security feeling" and "I simply feel secure, as, I don't understand that inclination (negative feeling) in my stomach..."

These people keep on focusing on the long haul, yet the apparent dangers and advantages change. In the event that they utilize condoms, the apparent advantages are low (less responsibility, double dealing in relationship) and the apparent dangers are low (insurance from STDs and pregnancy). On the off chance that they don't utilize condoms, the apparent advantages are high (joy; relationship that is more dedicated), yet the apparent dangers are presently low (secured in light of the fact that assume that accomplice is monogamous and free of contamination/on anti-conception medication). Consistent with their dependence on their sentiments of trust, these people concentrate on the high advantages of joy and duty and the apparent okay of not utilizing condoms. Thusly, they choose to end condom utilize. These progressions happen through the span of one relationship. On the off chance that another relationship is entered, the underlying apprehension and absence of trust is experienced once more, and the condom utilize conduct changes.

Example C, is described by a move from conflicting condom use to predictable condom use, because of a huge negative occasion in their lives, for example, withdrawal of a STD, pregnancy, or potentially fetus removal.

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