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## Questioning rationality: the case for risk consumption

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resumo

résumé / abstract

**As hipóteses padrão de comportamento racional e de perfeita antecipação do futuro têm sido fortemente postas em causa dada a sua incapacidade para compreender certos consumos de risco. A teoria do “vício racional” de Becker e Murphy constitui um marco na medida em que desencadeou novos desenvolvimentos a partir desta teoria bem como novas e promissoras abordagens baseadas na ciência cognitiva.**

**Este artigo propõe uma síntese confrontado as duas principais abordagens baseadas em diferentes hipóteses quanto à natureza das preferências temporais dos consumidores.**

**De um lado assume-se um comportamento racional mesmo em situações limite de consumos de risco – os comportamentos viciantes. Novos desenvolvimentos na explicação dos consumos habituais e viciantes têm em consideração uma abordagem económica e também psicológica com implicações substancialmente diferentes no domínio das políticas públicas.**

Les hypothèses standard de comportement rational e de perfectif anticipation de l'avenir on été fortement mise en cause en conséquence de sa incapacité pour faire comprendre certaines consommations à risque. La théorie de l'addition rational de Becker e Murphy a déchainé des nouveaux développements aussi que des nouvelles et promisseurs approches axés dans la science cognitive.

Cet article propose une synthèse qui confronte les deux principales approches à partir de différentes hypothèses sur la nature de la préférence temporelle des consommateurs. D'un coté on assume la rationalité des comportements même dans des situations de extrême risque – les comportements additives. D'autres contributions mettent en jeu des contributions économiques autant que psychologiques avec des implications fort différentes dans le domaine des politiques publiques.

The standard assumption of rational, forward looking behavior has been heavily questioned given the impossibility of understanding some risk consumption behaviors within such a framework. The Becker and Murphy theory of rational addiction made a start on this debate fostering new refinements within the original rational theory framework as well as promising approaches based on the latest developments of cognitive science.

This paper makes an overview confronting two main approaches highlighting their different time preferences assumptions. On the one hand the debate assumes rationality even in extreme situations of risk consumption – addictive behavior. On the other, new developments in the explanation of habits and addictive behaviours take an economic-psychological approach into consideration and have substantially different policy implications.

