

# Profiling Risk Disposition Through Psychophysiological Insights: A New Digital Task

*Saturday, September 13, 2025 2:10 PM (20 minutes)*

Individuals are increasingly required to navigate complex decisions that may involve risk taking which arise from a dynamic interplay between risk perception, risk attitude, situational variables, and individual traits. Affective responses play a central role in shaping how people perceive and respond to risk, in conjunction with more deliberate cognitive evaluations. Research in this area distinguishes between risk-as-feeling (intuitive responses to danger) and risk-as-analysis (reasoned assessment), underscoring the importance of integrating both levels of processing in measurement strategies. Despite increasing recognition of affective influences, current assessment tools focus on risk-taking behaviors or domain-specific tendencies. A new tool is needed to capture the implicit factors driving decision-making under risk. We propose a new digital task designed to assess risk disposition - a general, implicit tendency to approach or avoid risk - using a multimodal approach. Risky decision-making scenarios and neutral scenarios, made of text descriptions and immersive images, will be administered to measure reaction times as an indicator of risk disposition (longer times for risk aversion, shorter for risk approach). Physiological indices (skin conductance and heart rate) will also be recorded to assess sympathetic activation in response to perceived risk. Additionally, self-report measures will be administered to test task validity. This integrated methodology allows for the profiling of individual risk tendencies through implicit, real-time indicators rather than relying solely on self-perception or retrospective reporting. The proposed tool opens new avenues for research in behavioral economics, health psychology, and public policy, where understanding and mitigating maladaptive risk behaviors is increasingly critical.

**If you're submitting a symposium talk, what's the symposium title?**

**If you're submitting a symposium, or a talk that is part of a symposium, is this a junior symposium?**

No

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