

Typology and Choice of Strategies for Coping with Decisional Uncertainty

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This study aimed at exploring how decision makers cope with uncertainty during decision making. We examined the patterns of coping strategies and the conditions to use those strategies in real-time. First, we reviewed and categorized varied types of coping strategies in the literature, and then examined how these prescriptive strategies are used in real life. To analyze individual difference in strategic preference, we examined different ways of uncertainty conceptualization, and ability and need for cognitive structuring. Drawing on those factors, we then constructed five contingent models of coping strategy selection. To examine how coping strategies in prescriptive theories are used in real life, we adopted naturalistic method by analyzing 480 decision making scenarios collected from participants' experience. We measured decision makers' ability and need for cognitive struc-

turing, and divided them into 4 archetypes. We used corresponding analysis to study the systematic mapping among uncertainty conceptualization, ability and need for cognitive structuring, and patterns of selected strategies. The result indicates that those uncertainty coping strategies suggested by prescriptive theories are used unequally in real life. The result also supports that social cognition model, which includes individual's perception (uncertainty conceptualization) and motivated cognition (ability and need for cognitive structuring), is of best descriptive power.

Keywords: *strategies for coping with decisional uncertainty, uncertainty conceptualization, need for cognitive structuring, ability to achieve cognitive structuring.*

