

General Research Interests: Emotion from Context

- Decision Content, Context Can Cause Negative Emotion During Decision Making
 - Primary Appraisal: Consequences / Threat
 - Secondary Appraisal: Mitigated by Coping Prospects
- Impact of Emotion on Decision Processes and Outcomes
 - Problem-Focused Coping (PFC)
 - Emotion-Focused Coping (EFC)

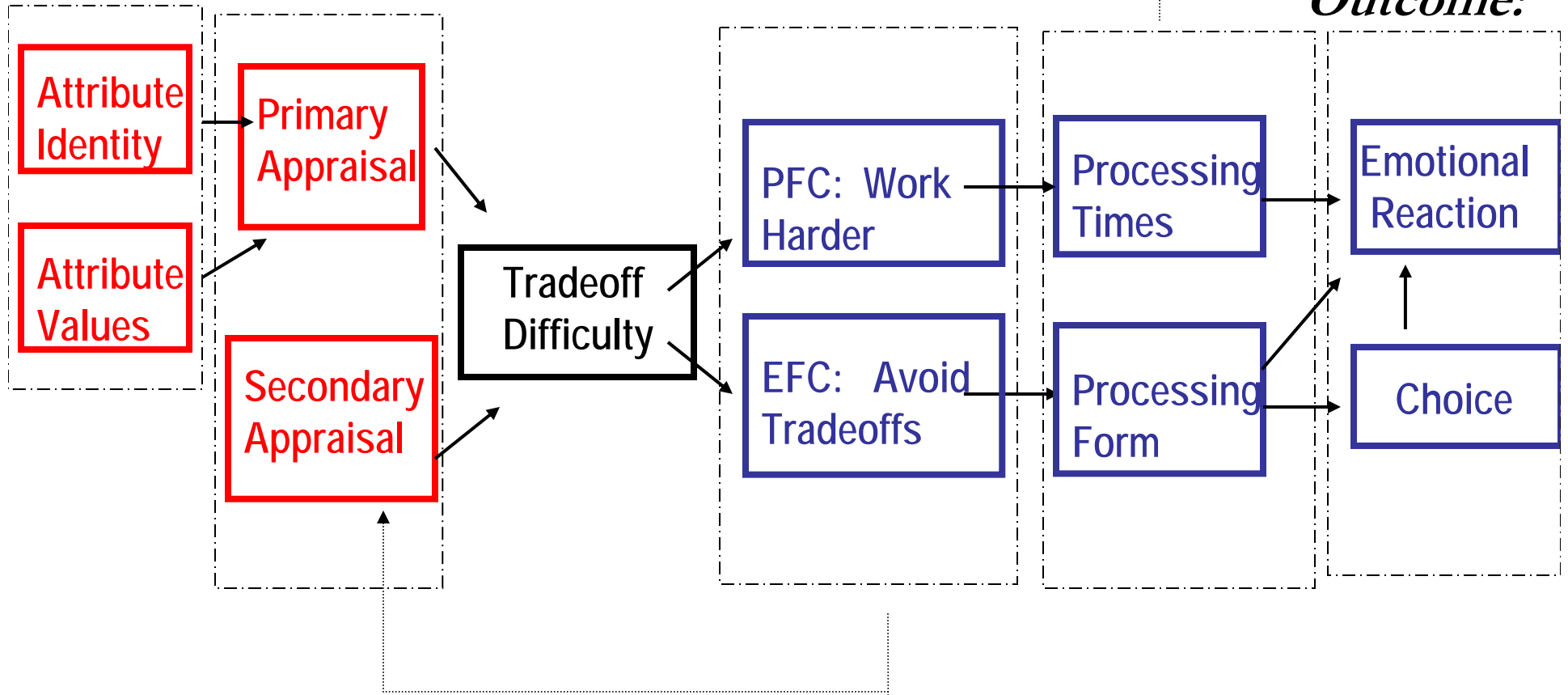
A Model of Tradeoff Difficulty
Luce, Bettman and Payne 2001
Monographs of the Journal of Consumer Research

*Decision
situation:*

Appraisal:

*Coping
Behavior:*

*Decision
Outcome:*



Drolet & Luce 2004 *JCR*:

Emotion and Load show Moderated Mediation

