

# Contents

Preface and Acknowledgments	vii
Introduction	
The Problem and Efforts to Understand It	
<i>George L. Priest</i>	1
<b>1</b> Overview: What We Did and What We Found	
<i>Reid Hastie</i>	17
<b>Part I: How Juries Think</b>	
<b>A</b> From Outrage to Dollars	
Introduction	
<i>Cass R. Sunstein</i>	29
<b>2</b> Shared Outrage, Erratic Awards	
<i>Daniel Kahneman, David A. Schkade, Cass R. Sunstein</i>	31
<b>3</b> Deliberating about Dollars: The Severity Shift	
<i>David A. Schkade, Cass R. Sunstein, Daniel Kahneman</i>	43
<b>4</b> Do Plaintiffs' Requests and Plaintiffs' Identities Matter?	
<i>Reid Hastie, David A. Schkade, John W. Payne</i>	62
<b>B</b> To Punish or Not?	
Introduction	
<i>Cass R. Sunstein</i>	75
<b>5</b> Judging Corporate Recklessness	
<i>Reid Hastie, David A. Schkade, John W. Payne</i>	77

<b>6</b>	Looking Backward in Punitive Judgments: 20-20 Vision? <i>Reid Hastie, David A. Schkade, John W. Payne</i>	96
<b>C</b>	Jurors and Judges as Risk Managers Introduction <i>Cass R. Sunstein</i>	109
<b>7</b>	Corporate Risk Analysis: A Reckless Act? <i>W. Kip Viscusi</i>	112
<b>8</b>	Do People Want Optimal Deterrence? <i>Cass R. Sunstein, David A. Schkade, Daniel Kahneman</i>	132
<b>9</b>	Deterrence Instructions: What Jurors Won't Do <i>W. Kip Viscusi</i>	142
<b>10</b>	Judging Risk and Recklessness <i>W. Kip Viscusi</i>	171
<b>11</b>	Do Judges Do Better? <i>W. Kip Viscusi</i>	186
<b>Part II: Conclusions</b>		
<b>12</b>	Putting It All Together <i>Reid Hastie</i>	211
<b>13</b>	What Should Be Done? <i>Cass R. Sunstein</i>	242
	Appendix: Judge's Instructions	259
	Glossary	261
	Bibliography	267
	List of Contributors	277
	Index	279