

# Generalized Revealed Attention

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## Abstract

This paper proposes a natural extension of the limited attention model introduced by Masatlioglu et al. (American Economic Review 102(5): 2183-2205, 2012). We assume that attributes or frames that affect decision making are attached to each alternative. A decision maker does not always pay attention to all feasible alternatives, and moreover, her attention varies according to the salience of attributes for alternatives (Generalized Limited Attention). We provide characterizations of revealed preference, revealed attention/inattention, and a choice behavior that maximizes a single preference under generalized limited attention. Our model explains more choice behaviors than the limited attention model by Masatlioglu et al. (2012) and improves the power of inferring revealed preference and revealed attention/inattention.

*JEL classifications:* D01, D11

**Keywords:** revealed preference, revealed attention, consideration set, generalized limited attention, frames

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