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[How can fear impact economic decisions in pandemic contexts at the light of decision-making systems? An approach to the COVID-19 case](#)


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Abstract: Fear is an important emotion in contexts of uncertainty. With the spread of COVID-19 disease, the process of decision making in the day-to-day economic life is studied considering the way in which fear can impact these decisions in the pandemic context. Our study analyses the situation in Brazil, the way fear can emerge through a process of communication, particularly involving the media. It is possible to conclude about the importance of studying the impact of fear in this context of pandemic, by observing that fear is involved when individuals make non-optimal decisions in such a process of decision-making systems.


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