



Free to Decide

Social Media

In a USA survey, 81% of those who replied said that what they decided to buy was directly influenced by friends' social media posts (Forbes)

Consumers are 71% more likely to make a purchase based on social media referrals (Hubspot)



information overload

We can only take in a certain amount of information. If we have too much, our brains get stuck. This happens with the sheer amount of information available on the internet today



choices get harder the later it is
Studies have shown that "decision fatigue" makes it difficult to see all the aspects involved in making a difficult decision

See research on parole boards 2011 by researchers at Ben-Gurion University



hunger

The hungrier we are the more risks we take in our decisions



default (pre-selected option)

Often we don't want to make a decision so just stick with the default option if it's already been chosen for us



memories

What we remember easily affects our decisions more than other memories which are harder to recall

Social Conformity

To conform is to behave in a way that a group or society expects.

Social conformity involves a change in belief or behaviour in order to fit in with a group. Decisions are made because we want to 'fit in' or be liked or because we want to be right about things



too much choice

Too much choice makes it harder to make a decision

music



How to influence your decisions in the supermarket:
classical music = people buy more expensive goods,
slow music = more time & more money spent,
loud music = less time in shop without affecting sales



"Your choices are made in a moment, and yet their consequences transcend a lifetime." MJ DeMarco

priming



When one thing has an effect on how we relate to something else. E.g. a person who sees the word "green" will be slightly faster to recognise the word "grass." In one study, two bottles of wine were filled with cheap red wine. Students were asked to rate the wines, telling them that one was expensive and one was cheap. The students used words like "complex and rounded," on the one they thought was expensive but the cheap wine as "weak and flat."

Frederic Brochet University of Bordeaux, 2001

Reason and Intuition

We have the ability to reason (using our brains & the information presented) to work out what decisions to make, but scientists think we have another system called 'the intuitive mind' which takes care of many decisions in a fast, automatic way. We are not aware of this process, (Prof Daniel Kahneman), and there are a number of biases which affect it.



powerful influences

More people in Britain had cosmetic surgery last year than ever before. Experts say it's because of celebrities such as the Kardashians. The 'Kardashian Effect' has made it acceptable.



"A wise man makes his own decisions, an ignorant man follows public opinion" Chinese proverb

ego-depletion

Discipline and self-control take up energy. If you have to be very self-controlled (not having chocolate or chips, being nice when you're tired, doing your homework), the psychologist Roy Baumeister suggests that this can 'use up' the focused control you may need for an important decision. Such decisions shouldn't be made in this case as your ego is depleted (the part of you that 'wills' is drained or worn out).



decisions

