

Decision Making and Problem Solving

Decision Making

- Defined as a choice made between available alternatives
- 3 goals of thinking
 - 1. Discover and learn
 - 2. Confirm beliefs/expectations
 - 3. Information

Problem vs. Choice

Some decisions are made in response to opportunities





Problem vs. Choice

Some decisions are made in response to threats/security







Problem vs. Choice

Choice

- Determine chosen alternatives to select best outcome
- *Note*: not all decisions are made with high cognitive effort!

Ellsburg's Urn

90 orbs in the urn 30 orbs are red



Remaining 60 unknown (either **black** or **yellow**)



Limitations

- Socio-environmental and/or emotional factors
- Restricted belief systems
- Propensity for risk
- Motivation level
- Cognitive load



Routine choice

- Selecting a course of action based on established behavioral guidelines
- Less cognitive processing, demand, ambiguity
- May miss potential "new" data

Papers Please





inFamous







Randomized choice

- Selecting a course of action based on abstract or random factors
- Less cognitive processing, demand, or effort
- ② Can be beneficial to consider the merits of choice



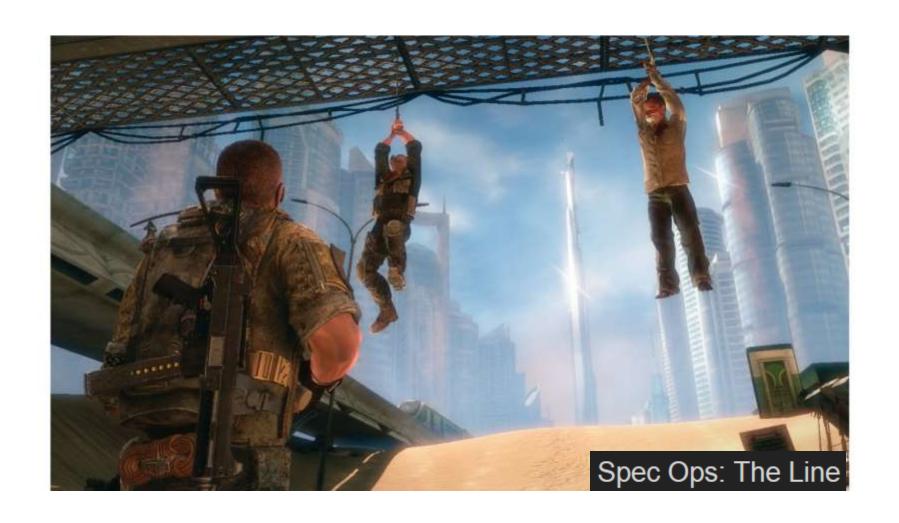




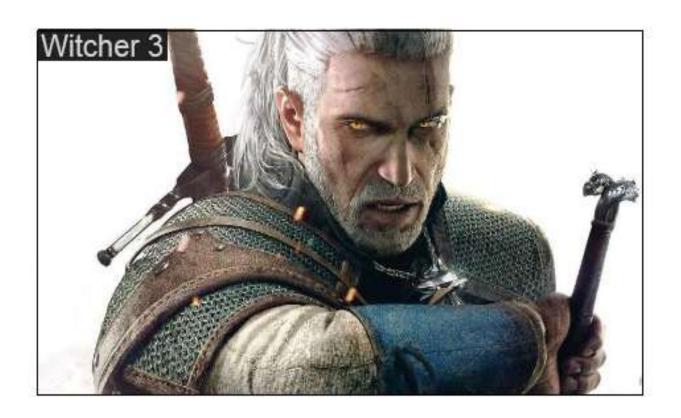
Decision Making

Optimizing

- Selecting a course of action with highest payoff
- Creates cost vs. benefit analysis of all alternatives
- (3) "Fighting fires"
 - · Leads to poor consideration of all options
 - · Less focus on objectives and/or criteria









Satisficing

- Selecting a course of action that is "good enough"
- A satisfactory outcome terminates continuous review
- Reduces cognitive processing and/or effort
- Limits information processing, promotes habitual thinking/impulsiveness













Mass Effect 3



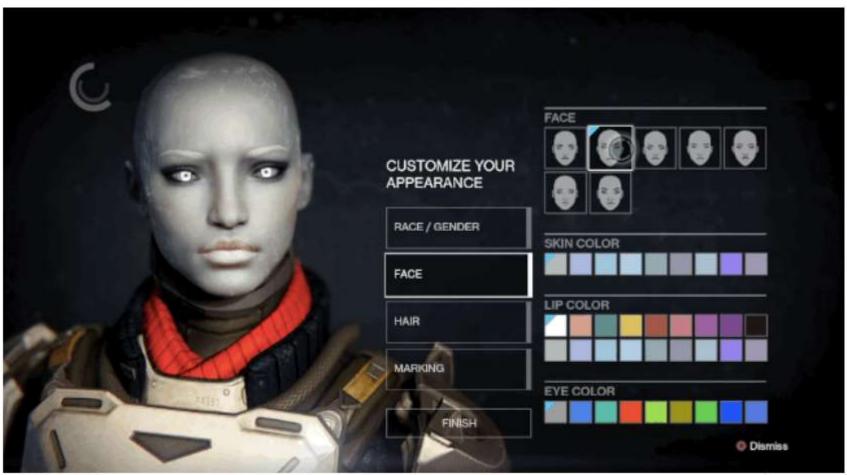
Decision Making

Selection by elimination

- Screen out (all) alternatives that do not work
- Decision making becomes a sequential narrowing down process
- Can be a useful and very thorough process
- Time consuming; complex problems have many complex alternatives

-IOW TO PICK THE PERFECT VIDEO GAME Start Here Do you want to avoid using much of your brain? Maximum How are your Yes No Unreal reflexes? Creativity? Do you want to point and click Yes No Yes Are you on drugs? Average click click click click click ...? Yes Do you plan on playing for the Yes No No next week straight? No Do you want to solve some No Do you want the Do you want to puzzles? Yes hardest game feel like you are? ever?





Destiny



Defer to authority

- Acquiesce to a person of authority or expert ("Pass the buck" or "Just following orders")
- Relatively low cost of cognitive effort involved
- Some (or total) loss of decision-making control



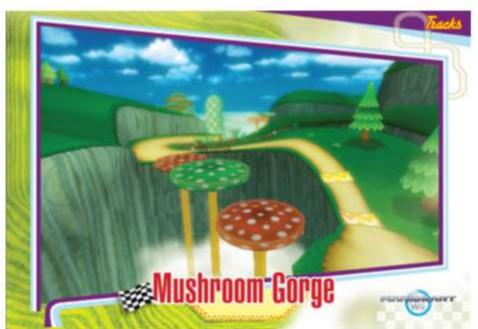




Group Decision Making

Voting-based methods

- Majority vote to pass must be more than 50%
- Less demands on the individual
- A group of "losers" is implicit to this rule; can be a time-consuming process



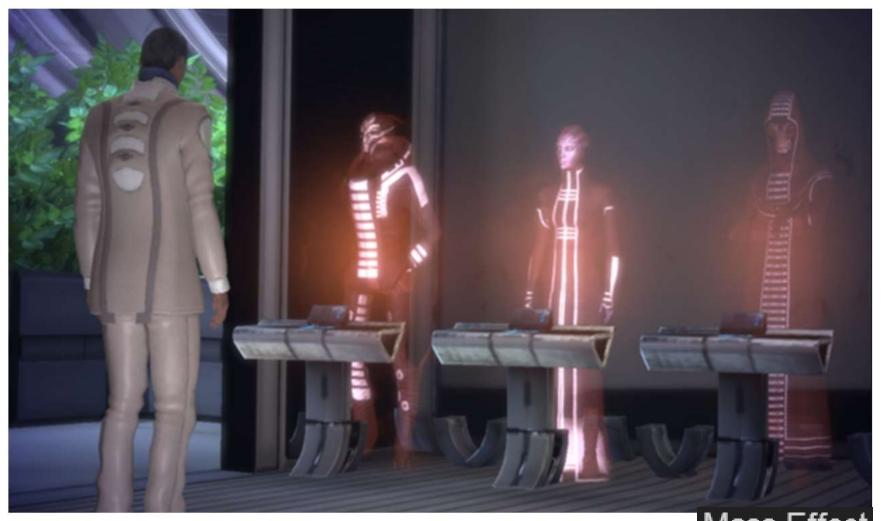




Group Decision Making

Consensus

- Requires that majority approve a given course of action
- Avoidance of "winners" vs. "losers"
- If a minority opposes, the majority must modify the decision to remove objectionable features



Mass Effect

