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Assignment 2

“When It’s All Too Much” by Barry Schwartz resonated with me the most because the article discussed the paradox of choices and the problems that many, including myself, have experienced with the overwhelming number of choices presented. Schwartz used real life examples, such as shopping for simple grocery items or a pair of jeans, and identified with a problem that most Americans have gone through. The structure and presentation of his argument was ordered, and built gradually to his main point—the overabundance of choice overwhelms people, making “life…almost unbearable” (para 5). The tone Schwartz used was personal and relatable; he used statistics to make his points credible. Although he admits that there is more than one single factor behind the decline of the American “happiness quotient,” he uses logical reasoning, human experience, and studies to construct his argument. In the end, I started to mostly agree with his conjecture that too many choices can cause unneeded pressure and anxiety.