
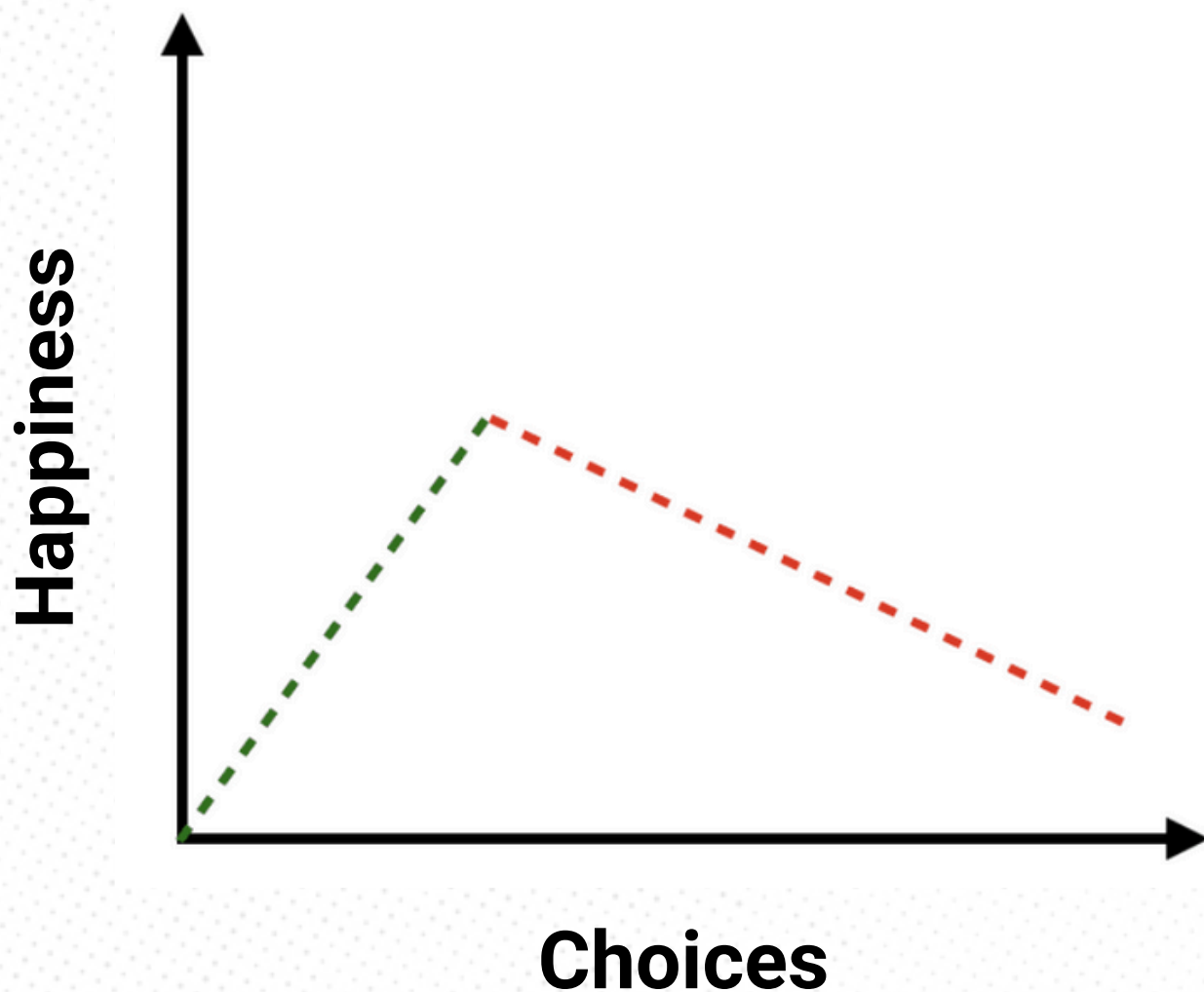


# Why You're Never Happy With Your Choices

Swipe 



# The Paradox of Choice



Having more choice in our lives can make us happier. **But only up to a certain point.**



# Barry Schwartz

In his 2004 book **"The Paradox of Choice"**  
American psychologist Barry Schwartz  
cites a fascinating study:





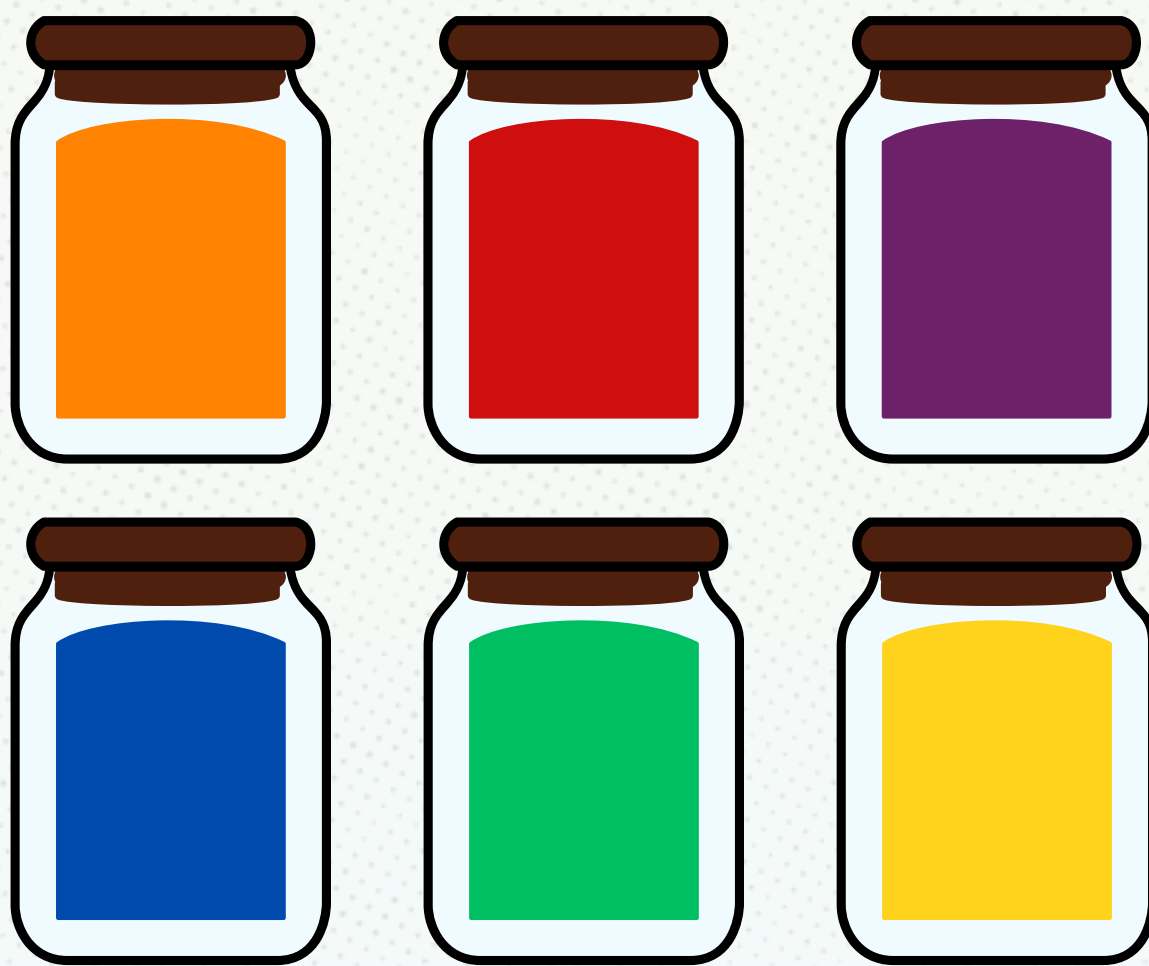
# The Jam Jar Experiment



In 2000, a stand **selling jam** was set up at a local market.



**Some days they sold**  
**6 types of jam**



**30%** of shoppers  
purchased

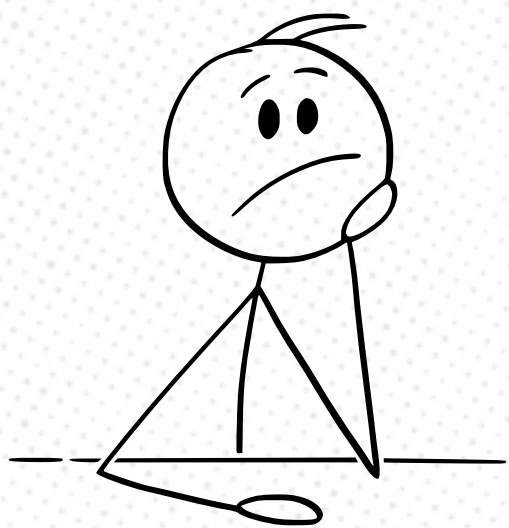


Other days they sold  
**24 types** of jam



**3%** of shoppers  
purchased

# Choice Paralysis

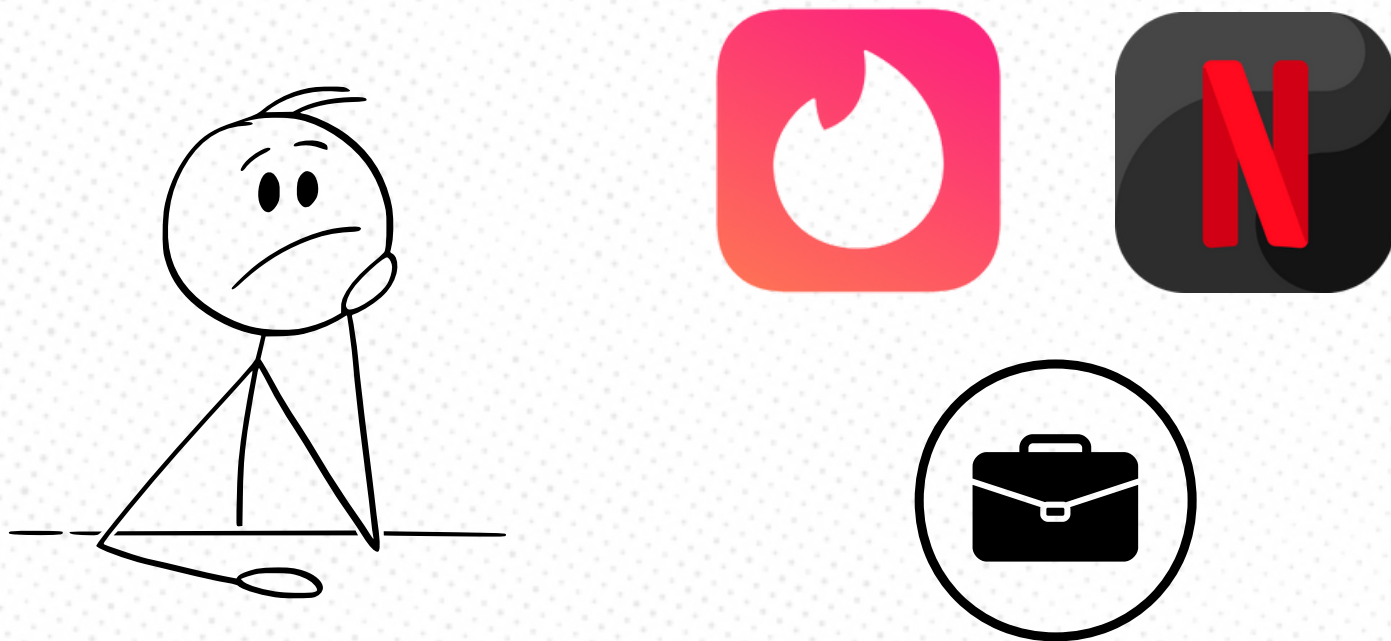


The overwhelming number of options made customers **second guess themselves** and experience choice paralysis.

Additionally, people who did buy, were **less satisfied with their final decision.**



# How it affects us



This doesn't just apply to buying jam.

It **impacts our happiness** regarding:

- Who we date
- What we watch
- What we do for a living



# How to overcome it:

1. **Limit Your Options:** When possible, narrow down your choices to a manageable number.
2. **Establish Your Criteria:** Before making a decision, define the criteria that are most important to you.
3. **Satisfice, Don't Maximize:** Adopt a "satisficing" approach—look for options that meet your needs sufficiently, rather than trying to find the optimal or 'best' choice.
4. **Set Time Limits:** Give yourself a specific time frame to make a decision. This prevents the paralysis that can come from endlessly weighing options.
5. **Prioritize According to Importance:** Focus more energy on decisions that are more significant and have long-term impacts, and spend less time on trivial choices.
6. **Streamline Decision-Making:** You make thousands of decisions every day. Cut them down by adopting a capsule wardrobe, or cooking your meals in bulk.
7. **Delegate Decisions:** Whenever practical, delegate less crucial decisions to others, either to individuals you trust or to automated systems.