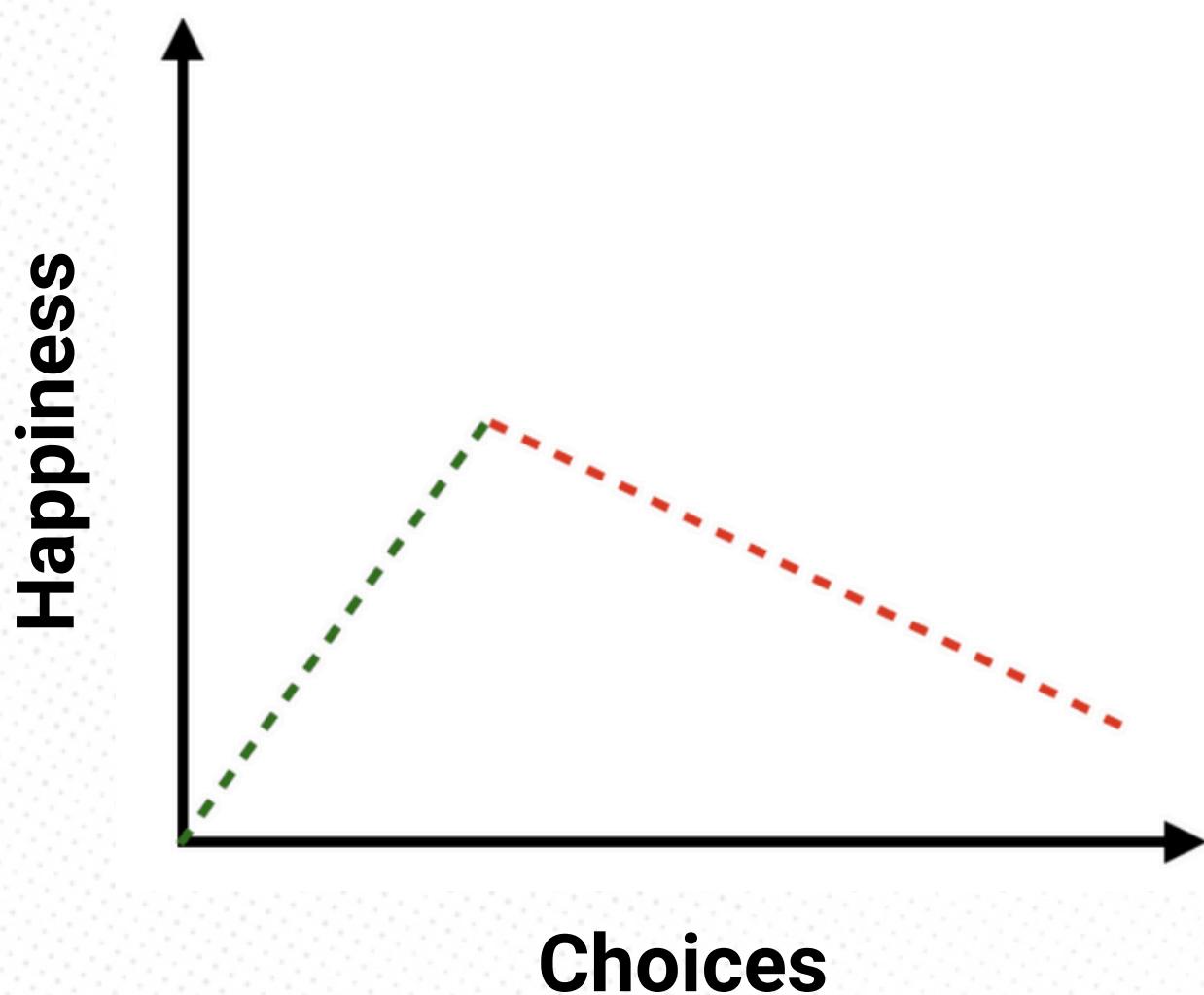


why You're Never Happy With Your Choices

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

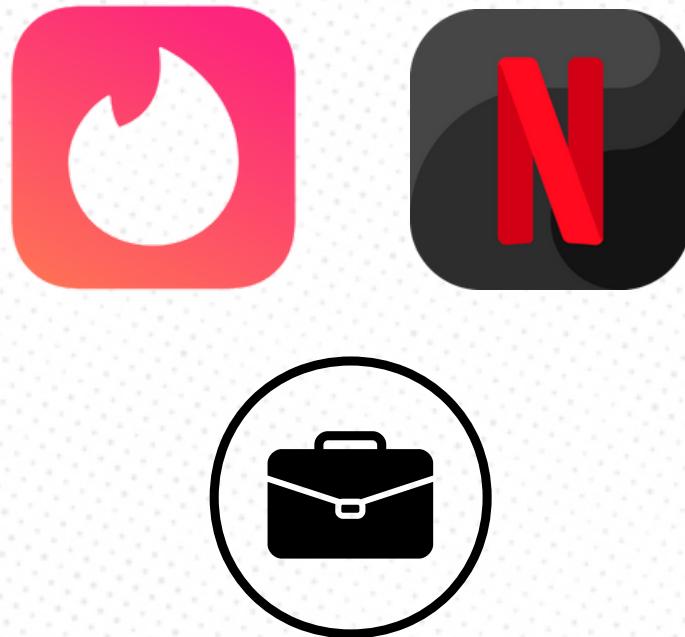
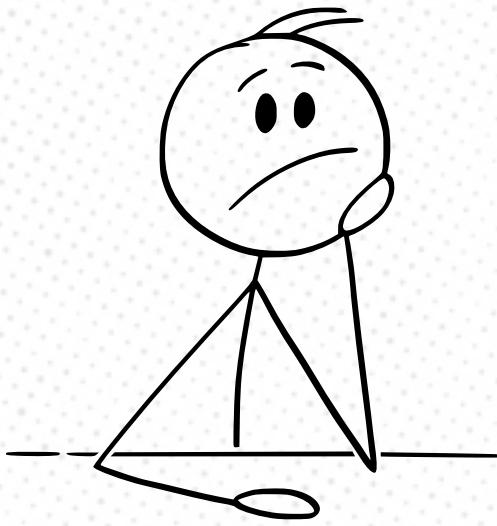
Choice Paralysis



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.