**Talk tools: persuasion = convincing an audience that the way they see the world isn’t quite right**

**An example:** Barry Schwartz “The paradox of choice”

1. Priming = not making a rigorous argument, but by nudging someone in your direction

The official dogma is “if we are interested in maximizing the welfare of our citizens, the way to do that is to maximize individual freedom.“

Examples:

1. Supermarket

2. World of communications

3. Health care

4. Marriage

5. Work

6. Identity

7. Wi-Fi

1. Logical reasoning:

An argument: “Everything is a matter of choice.”

Two negative effects on people:

1. It produces paralysis rather than liberation.
2. If you overcome the paralysis and make a choice, you end up less satisfied with the result of the choice than you would be if we had fewer options to choose from.

Why?

1. Because with 50 funds to choose from, it's so damn hard to decide which fund to choose, that you'll just put it off till tomorrow, and then tomorrow and then tomorrow and tomorrow, and, of course, tomorrow never comes (paralysis is a consequence of having too many choices).
2. When there are lots of alternatives to consider, it's easy to imagine the attractive features of alternatives that you reject that make you less satisfied with the alternative that you've chose (what economists call "opportunity costs").
3. Escalation of expectations (what that's going to produce is less satisfaction with results, even when they're good results).
4. The conclusion

The secret to happiness is low expectations and standards .

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