

THE TRUTH ABOUT RELATIVITY

- Dan Ariely

Chapter 1 from The hidden forces that shape our decisions

The Decoy Effect

If you consider 2 options, A and B, with similar benefits people can have a hard time choosing between them. Introducing a 3rd option A-, which is almost like A but slightly worse, makes people choose option A more often.

Example 1 - The economist

1. Internet-only subscription for \$59 — 16 students
2. Print-only subscription for \$125 — zero students
3. Print-and-Internet subscription for \$125 — 84 students

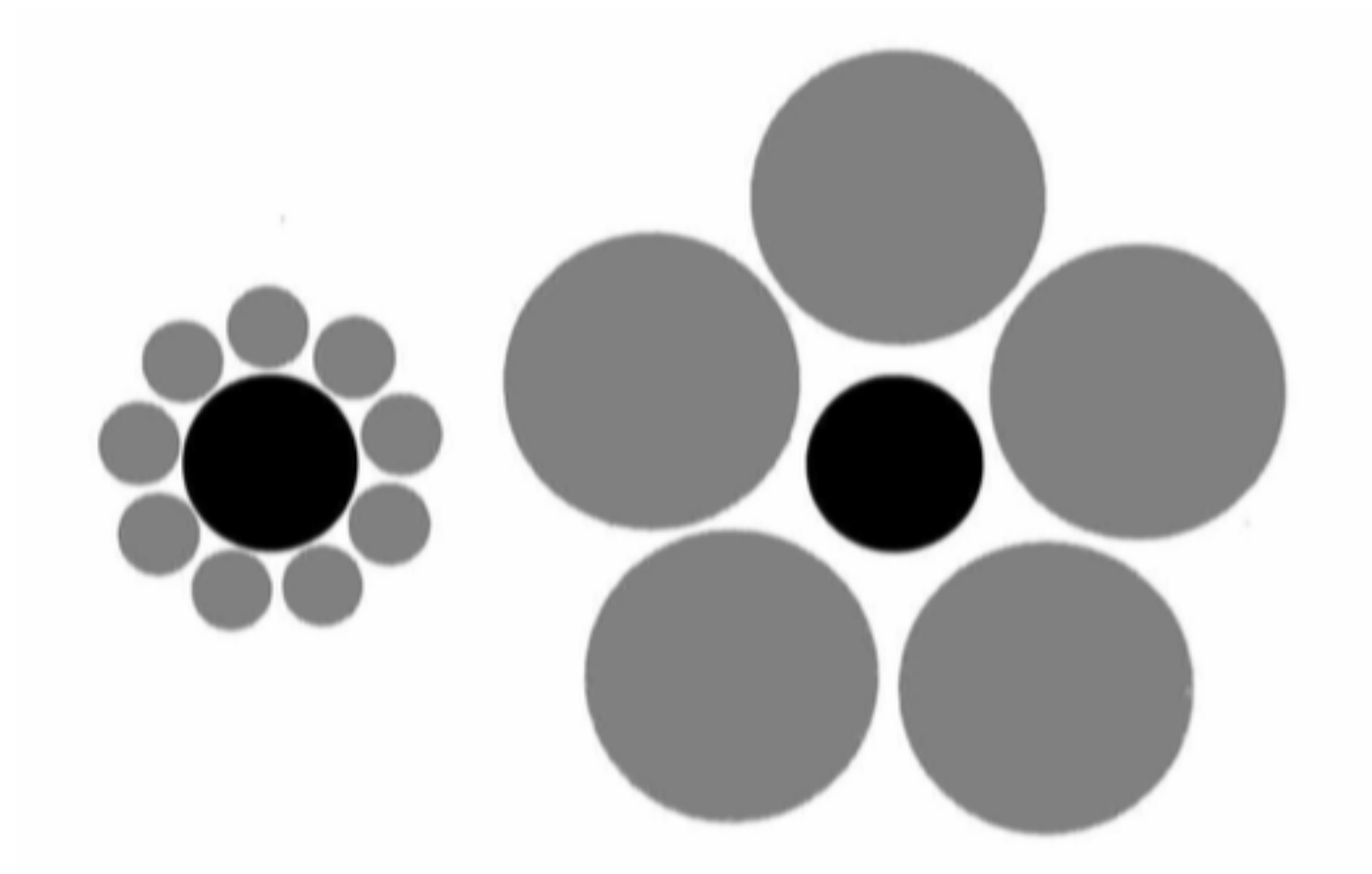
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Example 1 - cont.

1. Internet-only subscription for \$59 — 68 students 1. Print-and-Internet subscription for \$125 — 32 students

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Example 2 - Circles

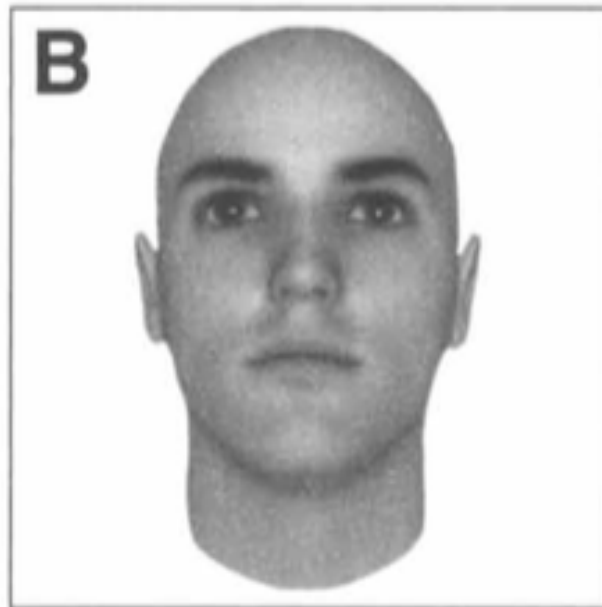
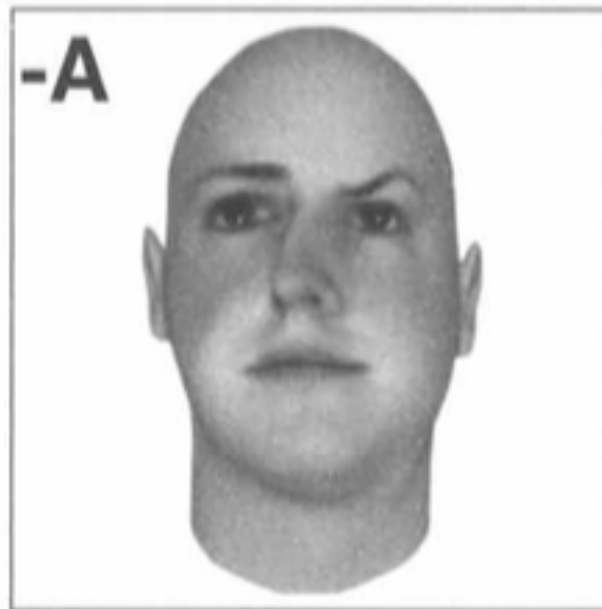
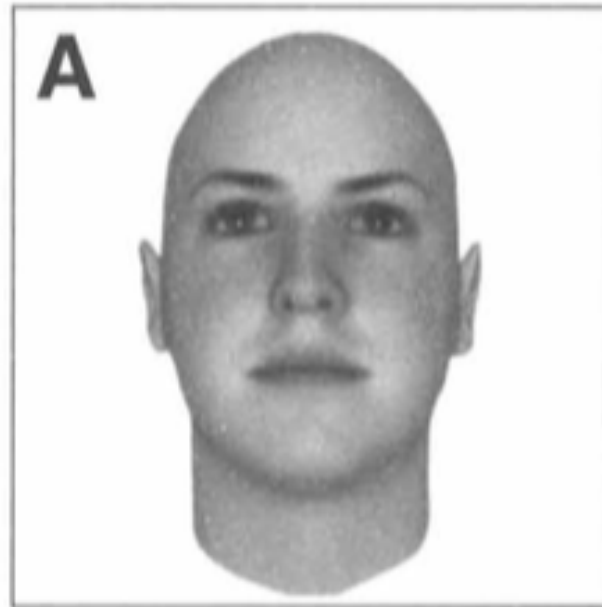


Example 3 - Houses

"we not only tend to compare things with one another but also tend to focus on comparing things that are easily comparable—and avoid comparing things that cannot be compared easily"

Example 4 - Dating

Condition A



Condition B

