



Economics Seminars

Thursday 4 April 2024 at 12:00

Aula Magna Edificio Baffi

Facoltà di Scienze Economiche Giuridiche e Politiche - Viale Sant'Ignazio 74

Robert Sugden

University of East Anglia

Reassessing choice overload: How larger choice sets can induce higher-quality choices

with Gerardo Infante and Stefania Sitzia

Abstract. We show, contrary to some hypotheses about choice overload, that expansions of an individual's choice set may improve the quality of their decisions even if the additional options are not choiceworthy. We describe a family of heuristics for choosing from sets of multi-attribute options. These heuristics look for dominance relations between options and favour (disfavour) options which dominate (are dominated by) others. We show theoretically how larger choice sets can induce higher quality decisions by providing more information for such heuristics. We report supporting evidence from an experiment in which subjects faced sets of complex but intuitively described options.