IRRATIONAL LABS

IRRATIONALITY FOR GOOD

Choices, Choices, Choices

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Quick Recap

➔ Too much choice often leads to **inertia and disatisfaction**, this is true even with experts

➔ Instead of providing more information, **we must change the environment**

   ➔ Create a real and meaningful default

   ➔ Make it concrete

   ➔ Create an environment that facilitates active choice (going from low to high)

   ➔ Build confidence by creating a good comparison group and utilizing recommendation and rejection agents