


Competition, choice and consumers


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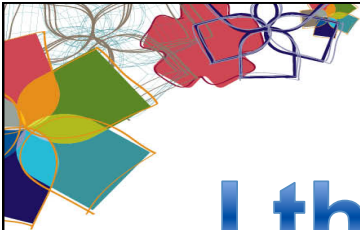


I think, therefore I impute

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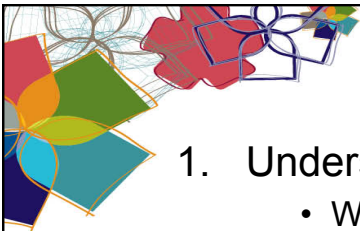



**I think I think,
therefore I am.**

...I think

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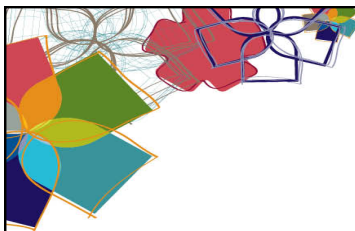


1. Understand people
 - What are they actually doing?
 - Why are they doing it?
2. Design interventions, education programs, and regulation that will actually lead to the outcome we are hoping to achieve.
 - Use scientific methods to test
 - Don't rely on folk psychology

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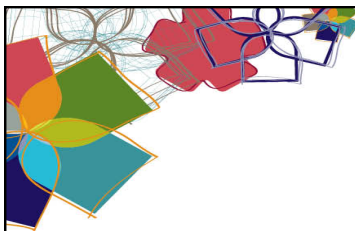
Choice

Choosing is both easy and difficult. The key is to understand the distinction.



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Choice



Choosing is both easy and difficult. The key is to understand the distinction.

We are choosing all the time.



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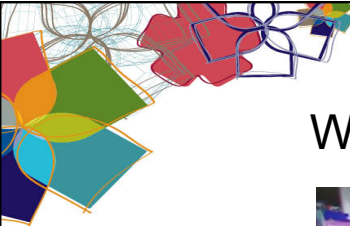




Some biases


- The anchoring bias
- The availability heuristic
- Confirmation bias
- Information bias
- Recency effect
- Clustering Illusion

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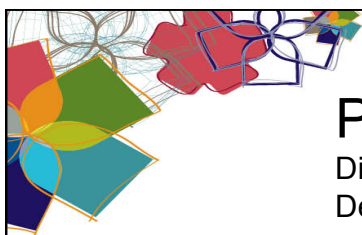
When too much choice is not enough



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