Self-Control and Decision Making: Implications for Healthy Gambling Choices

Kathleen Vohs
University of Minnesota

"OK, all those in favour of delegating decision-making, shrug your shoulders."
YOU MAKE 200 FOOD DECISIONS DAILY
Grocery stores carry 40,000 more items than they did in the 1990s
FACT: There Are 80,000 Ways To Drink A Starbucks Beverage
Teachers: The Real Masters of Multitasking

1,500

Educational decisions made by an average teacher every school day.

4

Educational decisions made by an average teacher every minute.

The average classroom teacher will make 1,500+ educational decisions every school day. In a 6-hour school day, that's more than 4 decisions every minute.
The changing of Marriage OVER TIME
PEOPLE WANT, SEEK, AND PREFER MAKING CHOICES
YET, PEOPLE DESCRIBE CHOICES AS BEING:
-DIFFICULT
-DEMANDING
-EXHAUSTING
WE STUDIED WHETHER
DECISION MAKING
HARMS
SUBSEQUENT SELF-CONTROL
AND
DECISION MAKING
SELF-CONTROL:
- DIFFICULT
- DEMANDING
- EXHAUSTING
LIKE THIS
Bad Decisions Make Great Stories
PEOPLE DO NOT REALIZE HOW IMPORTANT DECISIONS ARE UNTIL THEY MAKE THE WRONG ONES.

KUSHANDWIZDOM
Take Your Medicine
Not as crazy as it seems

MIX. DRINK. REPEAT AS NECESSARY.

Media

For any media inquiries, including hi-res images, please email us at inquiries@mcelarybros.com. Thanks!

Click here to watch us on ABC's Shark Tank!
Making choices reduced healthy consumption — to 26%
Discomfort Tolerance
After making decisions, people quit 41% earlier.
Making no decision is a decision.
<table>
<thead>
<tr>
<th>Defaults</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PEOPLE MADE CHOICES FOR THEMSELVES, or MADE NO CHOICES</strong></td>
</tr>
<tr>
<td>Change investment fund?</td>
</tr>
</tbody>
</table>
Preference for default

SELF (52%)

NONCHOICE (35%)
There's more
Retirement contributions
900,000 employees, 657 companies

Iyengar et al., 2004
For every 10 funds added, 3% of employees opted out of participating.
Antibiotic prescriptions over the course of a day

- All Acute Respiratory Infection Appointments
- Acute Respiratory Infection Appointments Never Indicated for Antibiotics
1 in 8 patients walk out with antibiotic prescription. About half do not need it. Dr. Andrew Morris, University Health Network in Toronto.
2 million Danish students
4 years of test results
“An hour later in the day causes a deterioration in test score that corresponds to $1,000 lower household income, a month less parental education, or 10 school days.”
1.8 million students in LA, grades 6-11
Tracked for 6 years
Students learn more in the morning than afternoon.

Having math in the first two periods of the day (vs the last two) increased math GPA and statewide standardized test scores.

“A morning math class increases state test scores by an amount equivalent to increasing teacher quality by one-fourth standard deviation or half of the gender gap.”
4000 health providers
14 million hand hygiene opportunities
“This compliance decrement would be estimated to produce an additional 0.6 million infections per year at an estimated cost of $12.5 billion annually.”
96,000 patients over 3 years
8-10am: vaccination rates were 44%
Midday: 11am-noon: 39%
3p: 34.3%
4p: 30.0%
(Kim et al., 2018, JAMA)
107,000 hospital surgeries
Anesthetic adverse events:
mistakes made, harm to patients, or both
More adverse events as day went on

- Odds of event at 9am = 1%
  At 4p = 4.2%
  400% increase

- Odds of patient harm at 9am = 0.3%
  At 3p = 1%
  300% increase
# Official Ballot

**Consolidated General Election**  
Santa Barbara County, California  
November 5, 2002

**Instructions to Voters:** To vote for the candidate of your choice, completely fill in the OVAL to the LEFT of the candidate’s name. To vote for a person whose name is not on the ballot, darken the OVAL next to and write in the candidate’s name on the Write-in line. To vote for a measure, darken the OVAL next to the word “Yes” or the word “No.” All distinguishing marks or erasures are forbidden and make the ballot void. If you tear, deface, or wrongly mark this ballot, return it and get another. **VOTE BOTH SIDES**

## State

### Governor

- **Vote for One**
  - Gary David Copeland  
  - Bill Simon  
  - Reinhold Gulke  
  - Gray Davis  
  - Iris Adam  
  - Peter Miguel Camejo  
  - Write-In

### Lieutenant Governor

- **Vote for One**
  - Pat Wright  
  - Paul Jerry Hannosh  
  - Bruce McPherson  
  - Kalee Przybylak  
  - Cruz M. Bustamante  
  - Jim King  
  - Donna J. Warren  
  - Write-In

## Insurance Commissioner

- **Vote for One**
  - Dale F. Ogden (Liberal)
  - David I. Sheddower (Republican)
  - Gary Mendoza (Republican)
  - John Garamendi (Democratic)
  - Steve Klein (Democratic)
  - Raul Calderon Jr. (Natural Law)
  - Write-In

## For Associate Justice, Court of Appeal

### 2nd Appellate District, Division Two
- **Shall Associate Justice Judith M. Ashmann be elected to the office for the term prescribed by law?**
  - Yes
  - No

### 2nd Appellate District, Division Two
- **Shall Associate Justice Kathryn D. Todd be elected to the office for the term prescribed by law?**
  - Yes
  - No

## Member, State Board of Equalization

### 2nd District
- **Vote for One**
  - Tom Y. Santos (Democratic)
  - Bill Leonard (Republican)
  - Write-In

## United States Representative

### 24th District
- **Vote for One**
  - Elton Gallegly (Republican)
  - U.S. Representative

## United States Representative

### 2nd Appellate District, Division Four
- **Shall Associate Justice Gary Hastings be elected to the office for the term prescribed by law?**
  - Yes
  - No
More than 800,000 voting outcomes and ballot positions

Every federal, state-wide, and local contest in every San Diego precinct 1992 - 2002
“Moving the contest down one position increases the expected vote share of the first candidate by 0.065 points. Overall, the first candidate receives an additional 0.74 points because of choice fatigue.”

“more than 6% of the propositions in our data set would have passed rather than failed if presented as the first contest on the ballot.”
1100 judicial rulings across 10 months
Judgment day
Favourable rulings by parole boards, %

Number of cases heard that day
What to do?
THEY SAY THE BEST OFFENSE IS A GOOD DEFENSE.
FALSE. THE BEST OFFENSE IS OFFENSE.
“A break causes an improvement in test score that corresponds to about $1,900 higher household income, almost 2 months of parental education, or 19 school days.”

“the percentage of favorable rulings drops gradually from ≈65% to nearly zero within each decision session and returns abruptly to ≈65% after a break”
“I wear only gray or blue suits. I’m trying to pare down decisions. I don’t want to make decisions about what I’m eating or wearing. Because I have too many other decisions to make.”
Obama Wears Boring Suits So He Won't Tweet Pictures of His Penis


From the epic Michael Lewis profile of Barack Obama in the latest issue of Vanity Fair:

“You’ll see I wear only gray or blue suits,” [Obama] said. “I’m trying to pare down decisions. I don't want to make decisions about what I'm eating or wearing. Because I have too many other decisions to make.” He mentioned research that shows the simple
The Men Powerful Enough to Wear the Same Thing Every Day
First day back after paternity leave. What should I wear?
Giorgio Armani, 80
Fashion patriarch

**UNIFORM** Navy blue silk T-shirt, cashmere sweater, navy blue drawstring pants and white sneakers, all by Armani, naturally.

**THE LOOK** Billion-dollar casual chic that travels effortlessly.

**ETHOS** “It doesn’t take me very long to decide on the clothes I like to wear,” Mr. Armani told Harper’s Bazaar in 2012.

Koichi Kamoshida/Getty Images
Daniel Libeskind, 68
Architect of angular monuments

**UNIFORM** All-black ensemble of a Brioni leather blazer, Prada T-shirt, 7 For All Mankind jeans and cowboy boots from Montana or Texas (10 pairs).

**THE LOOK** Beatnik starchitect with subtle rodeo-ready flair.

**ETHOS** “I think people who are moderately dressed make buildings look better.”
WHY I WEAR THE EXACT SAME THING TO WORK EVERY DAY

An art director on why she leaves the creativity behind when it comes to her professional wardrobe.
Dining in London

Is no-choice a good choice?
At Le Relais de Venise l’Entrecote, you can have anything you like — as long as it's salad, steak and chips.
Summary
Be aware — and beware — of decision fatigue

**Comic Panel**

1. **Left Panel**
   - Dialogue: Do you ever feel embarrassed that you dress the same way every day?
   - Response: No.

2. **Middle Panel**
   - Dialogue: Do you ever feel embarrassed that you don’t understand the importance of routine in managing your limited reserve of willpower?

3. **Right Panel**
   - Dialogue: I made 75 fashion decisions before breakfast.
   - Response: I wrote an app.

**Source**

Dilbert.com - DilbertCartoonist@gmail.com

7/7/17 © 2014 Scott Adams, Inc. Used by permission. All rights reserved.