



Better Than Conscious?: Decision Making, the Human Mind, and Implications for Institutions (Hardback)

By -

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Conscious control enables human decision makers to override routines, to exercise willpower, to find innovative solutions, to learn by instruction, to decide collectively, and to justify their choices. These and many more advantages, however, come at a price: the ability to process information consciously is severely limited and conscious decision makers are liable to hundreds of biases. Measured against the norms of rational choice theory, conscious decision makers perform poorly. But if people forego conscious control, in appropriate tasks, they perform surprisingly better: they handle vast amounts of information; they update prior information; they find appropriate solutions to ill-defined problems. This inaugural Strngmann Forum Report explores the human ability to make decisions, consciously as well as without conscious control. It explores decision-making strategies, including deliberate and intuitive; explicit and implicit; processing information serially and in parallel, with a general-purpose apparatus, or with task-specific neural subsystems. The analysis is at four levels -- neural, psychological, evolutionary, and institutional -- and the discussion is extended to the definition of social problems and the design of better institutional interventions. The results presented differ...



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Reviews

This book is indeed gripping and interesting. It really is rally exciting throgh studying period. Its been written in an extremely easy way and is particularly merely soon after i finished reading this book through which in fact changed me, affect the way i think.

-- **Aisha Lemke**

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