

# 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"

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# ***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 —



# ***DEMOCRACY!***



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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**



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PEOPLE DO  
NOT REALIZE  
HOW IMPORTANT  
DECISIONS  
ARE UNTIL THEY  
MAKE THE  
WRONG ONES.

KUSHANDWIZDOM



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# Take Your Medicine



# Not as crazy as it seems



**MIX. DRINK. REPEAT AS NECESSARY.®**

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## Media



For any media inquiries, including hi-res images, please email us at [inquiries@mcclarybros.com](mailto:inquiries@mcclarybros.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.

# *Defaults*

PEOPLE  
MADE  
CHOICES  
FOR  
THEMSELVES,  
or MADE NO  
CHOICES

PREFERENCE

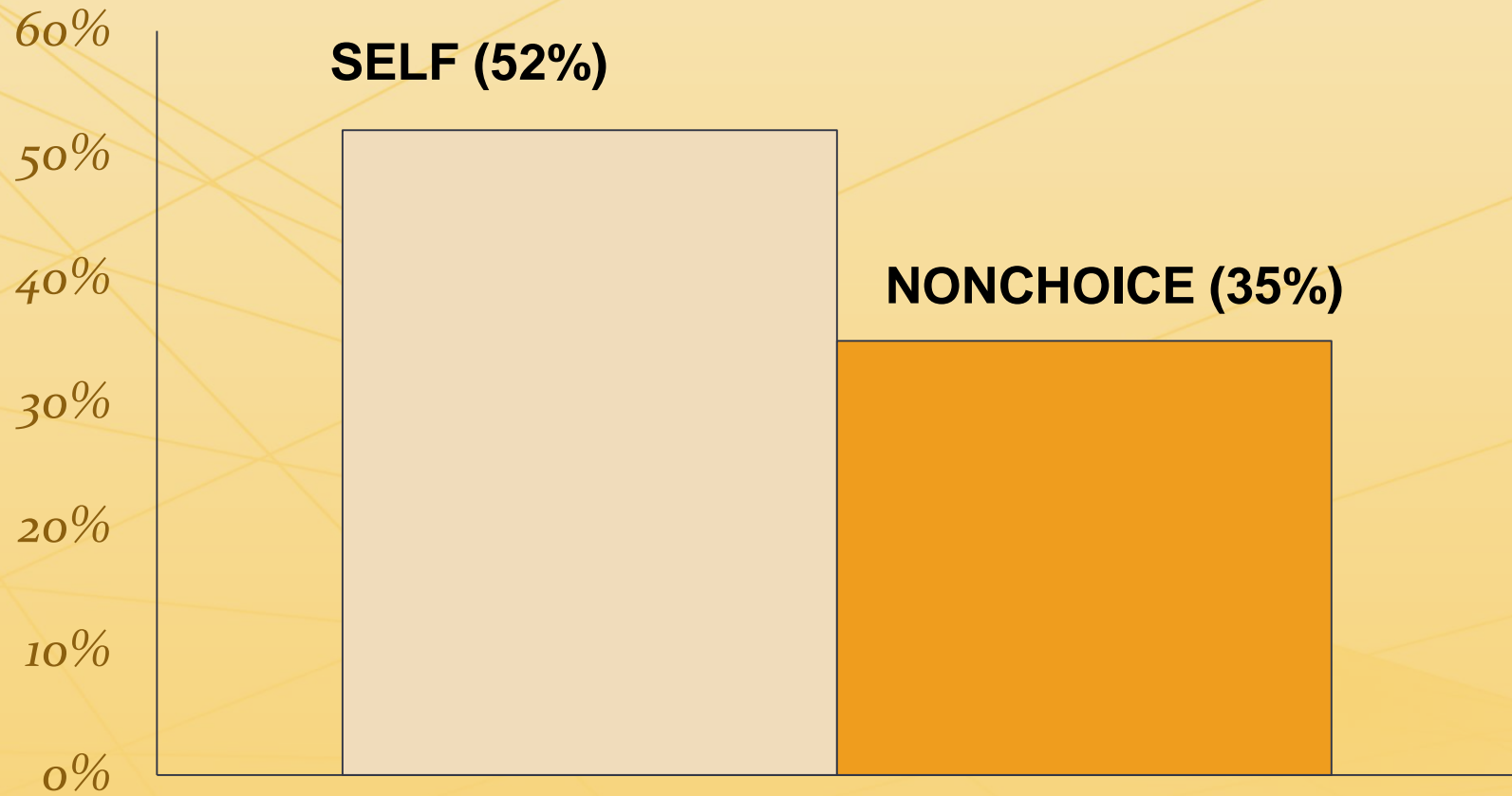
Change  
investment fund?

Or stick with  
default?





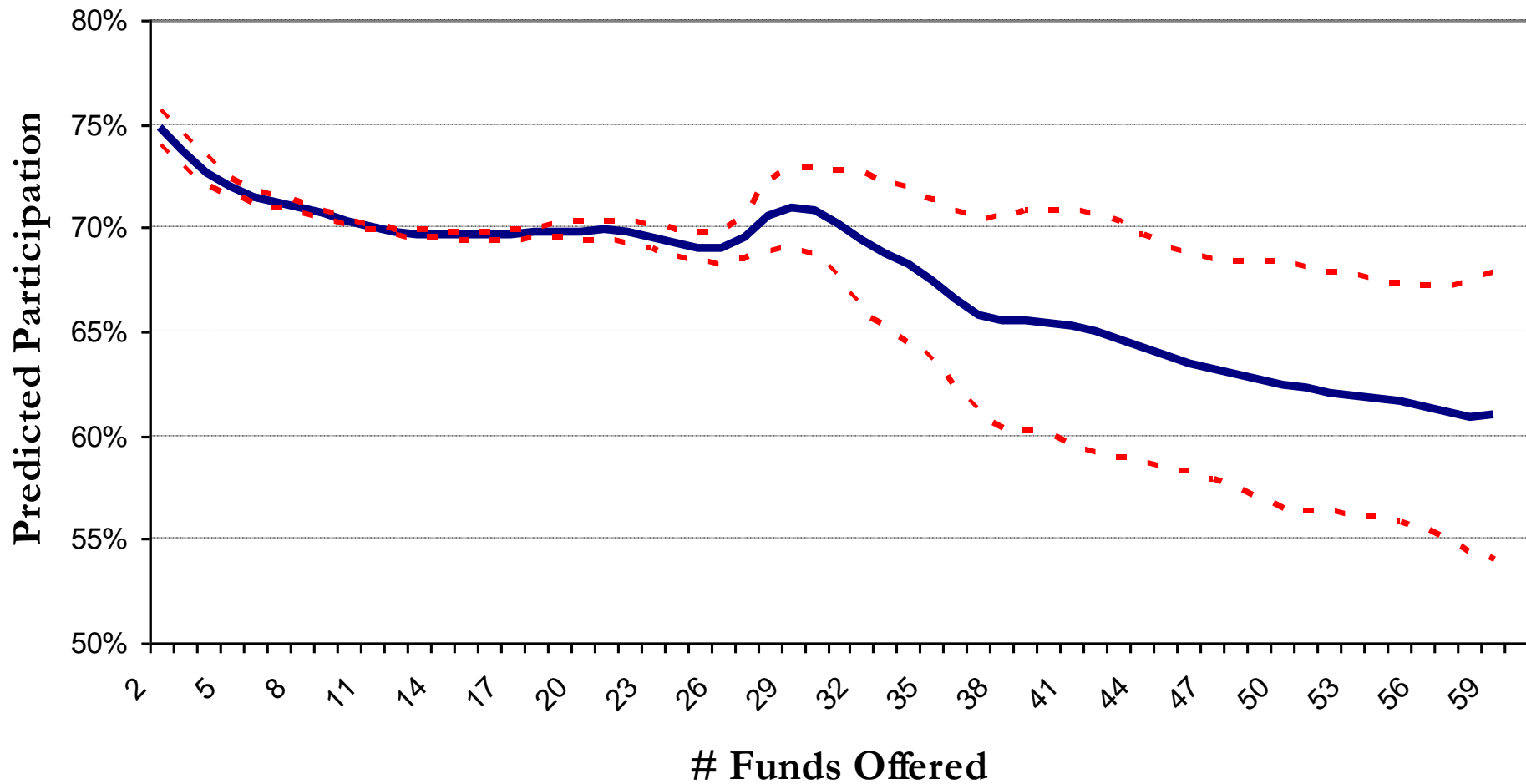
# *Preference for default*



There's  
more



# Retirement contributions



900,000 employees, 657 companies



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Iyengar et al., 2004



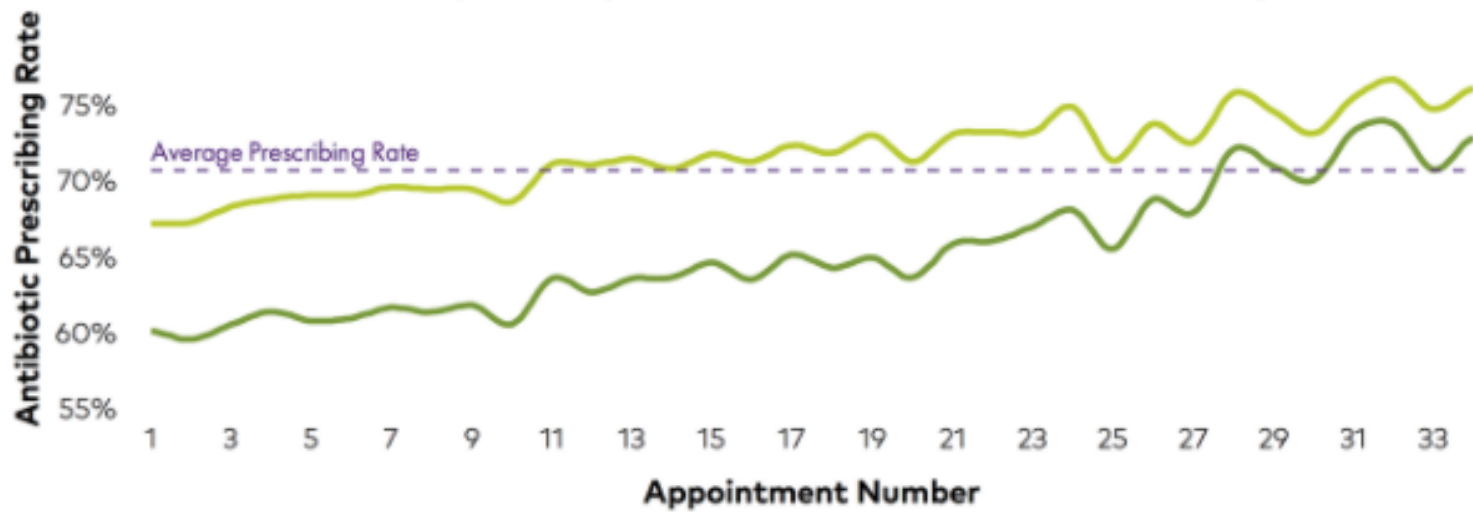
For every 10 funds added,  
3% of employees opted out of  
participating



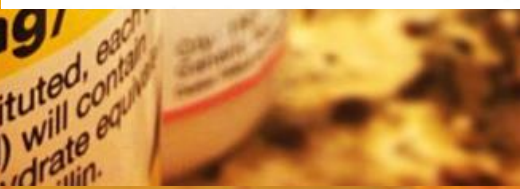




### Antibiotic prescriptions over the course of a day



- All Acute Respiratory Infection Appointments
- Acute Respiratory Infection Appointments Never Indicated for Antibiotics



# Sorry, but no amount of antibiotics will get rid of your cold.

The best way to treat most colds, coughs or sore throats is with plenty of fluids and rest. Talk to your health care provider.

Choosing  
Wisely  
Canada



**ChoosingWiselyCanada**

@ChooseWiselyCA



Sorry, but no amount of [#antibiotics](#) will get rid of your cold. See our new campaign tools from Using [#AntibioticsWisely](#) that encourages clinicians & patients to engage in conversations about unnecessary [#antibiotic](#) use.

[#AntibioticAwarenessWeekchoosingwiselycanada.org/antibiotics](#)

♡ 29 10:44 AM - Nov 15, 2018





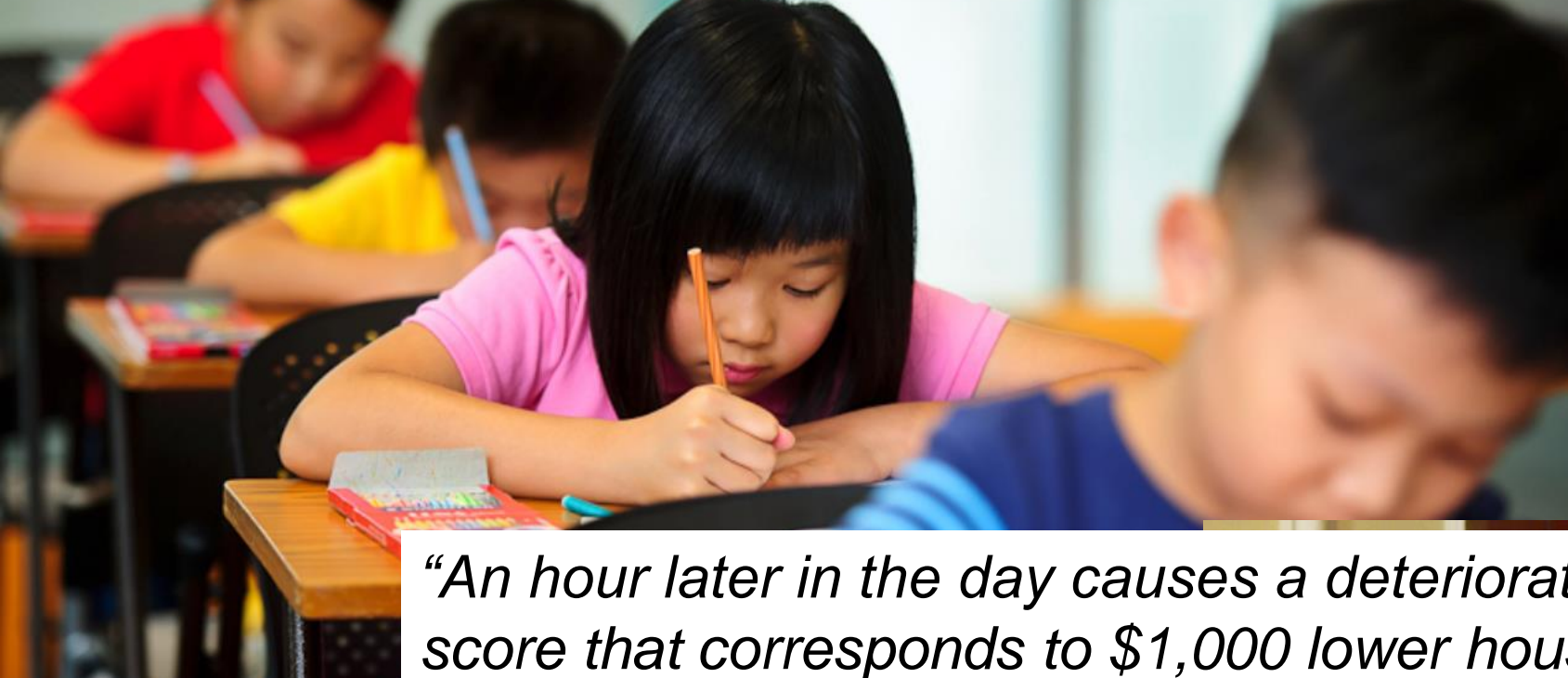




2 million Danish students  
4 years of test results







*“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.”*



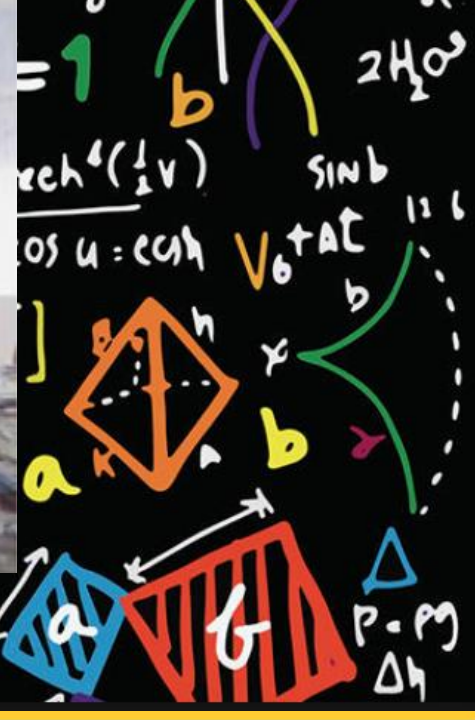








1.8 million students in LA, grades 6-11  
Tracked for 6 years







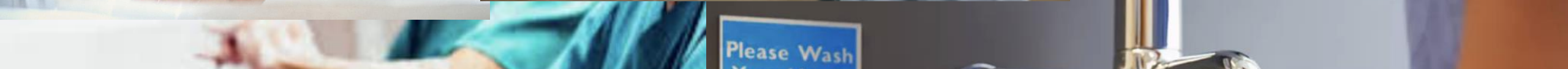




Please Wash Your Hands

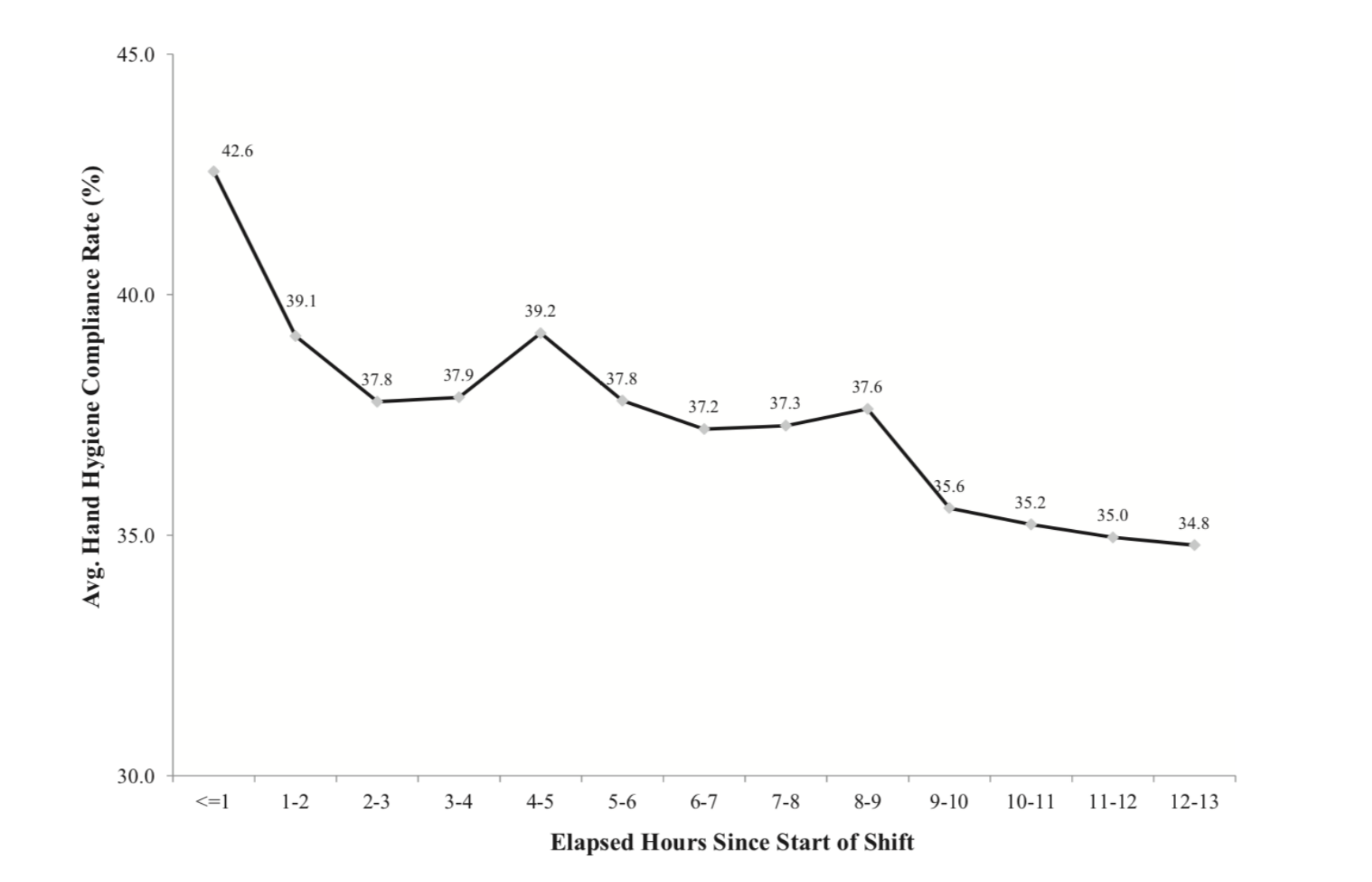






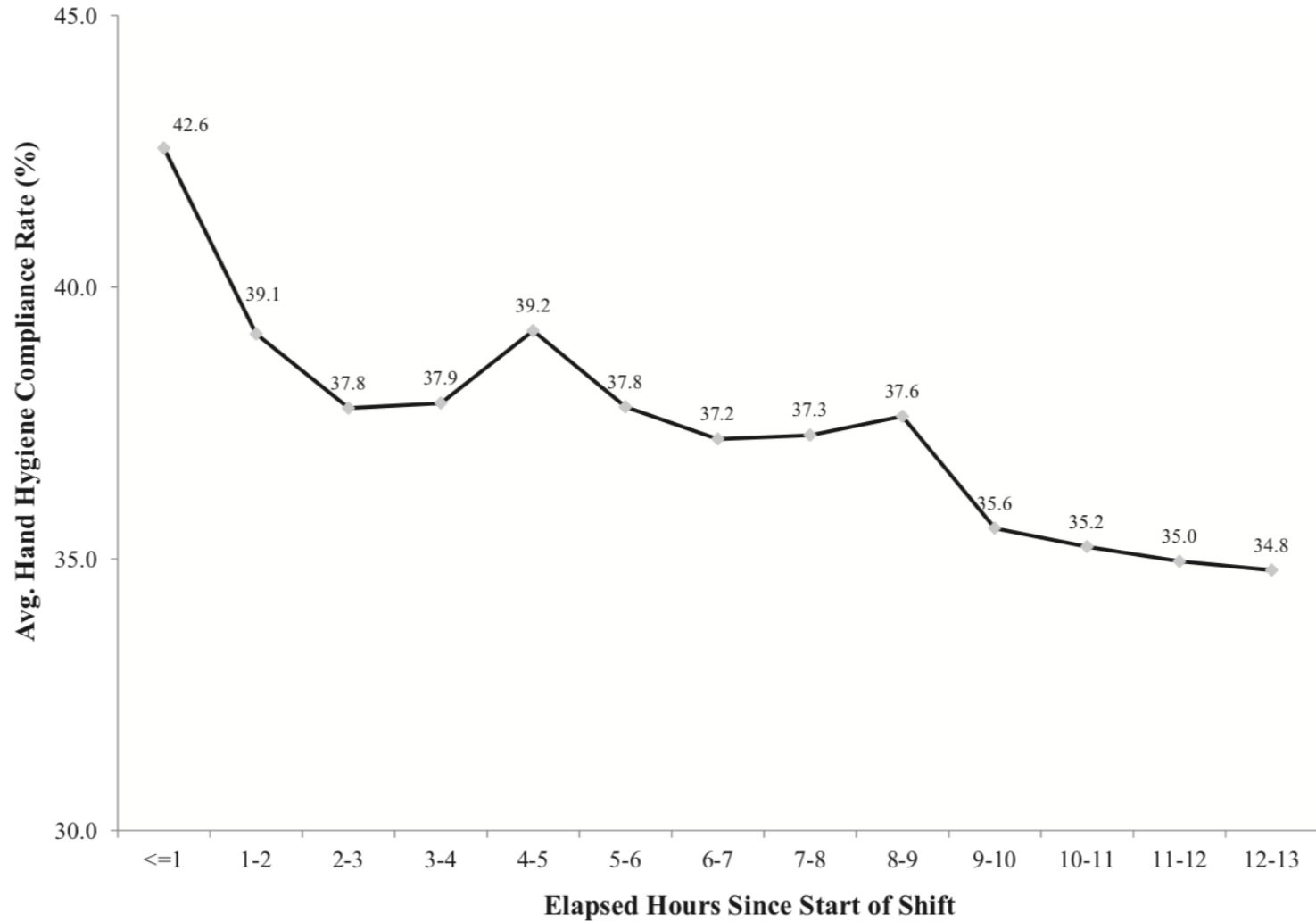
4000 health providers  
14 million hand hygiene opportunities







*“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.”*



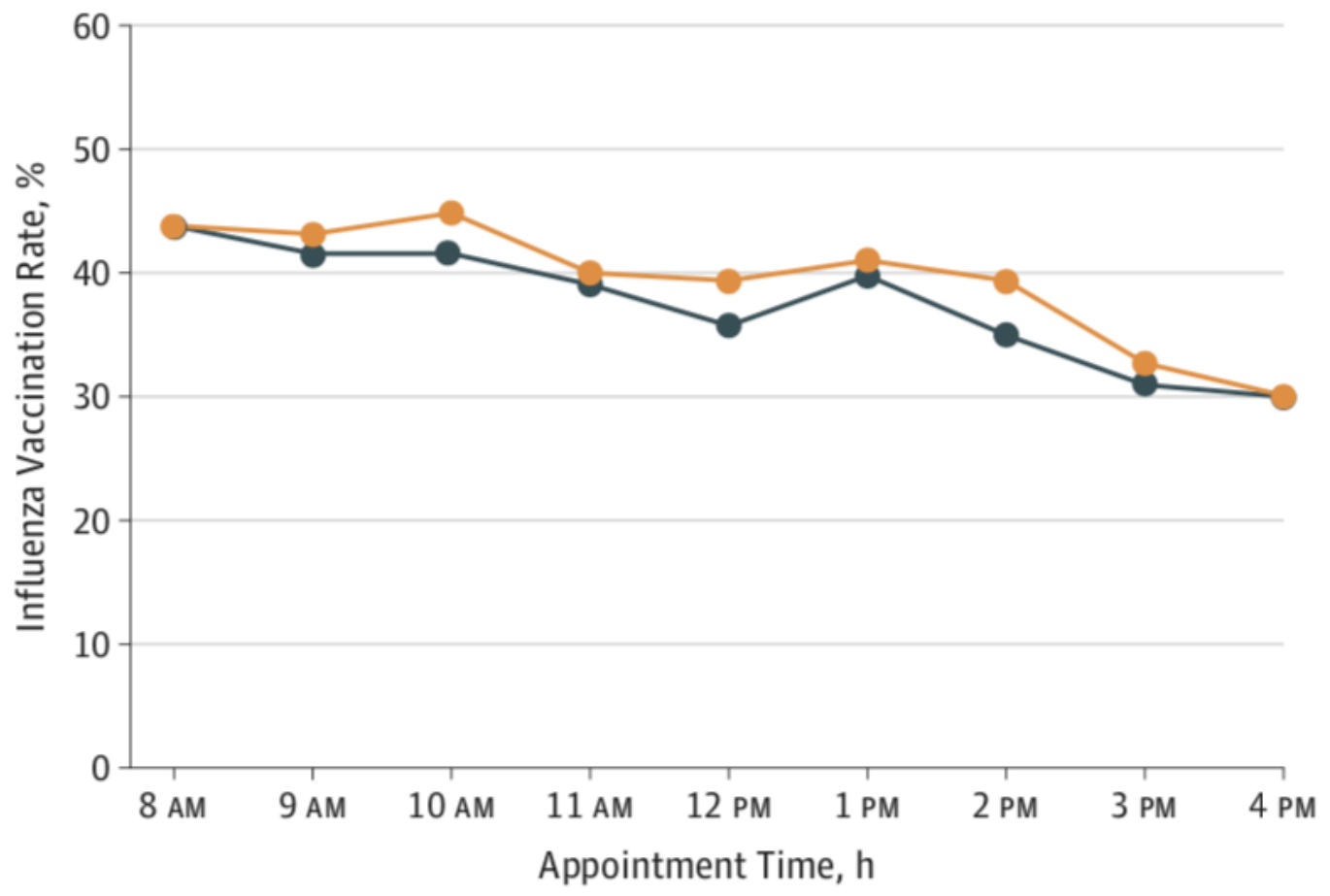






96,000 patients over 3 years

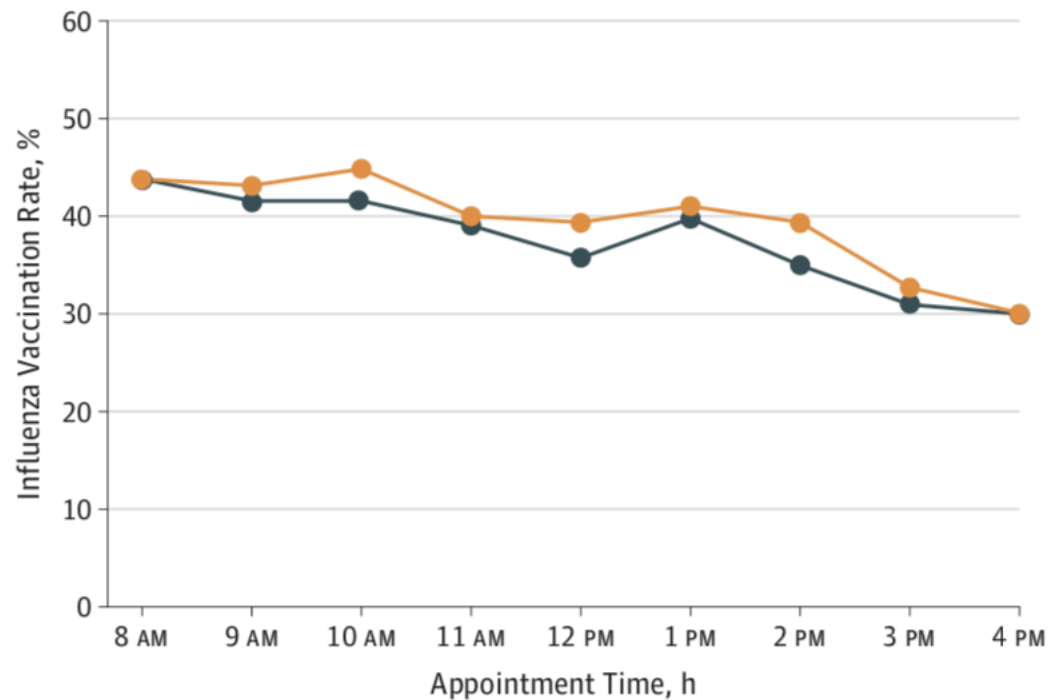




# VACCINES



8-10am: vaccination rates were 44%  
Midday: 11am-noon: 39%  
3p: 34.3%  
4p: 30.0%  
(Kim et al., 2018, JAMA)



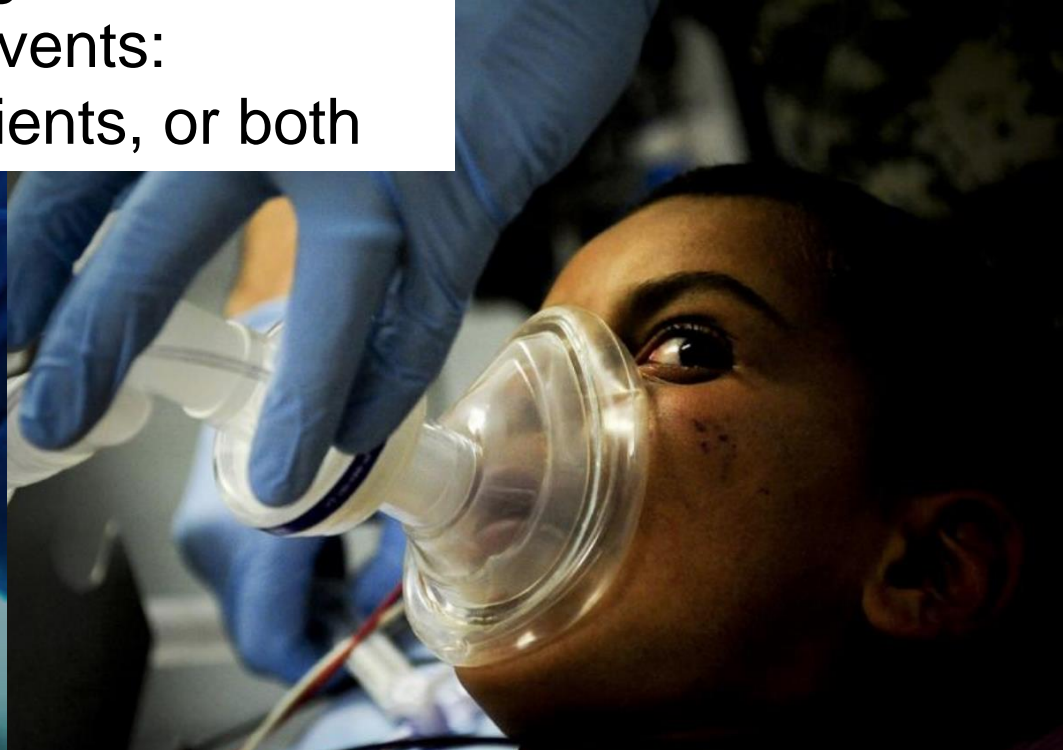
**VACCINES**



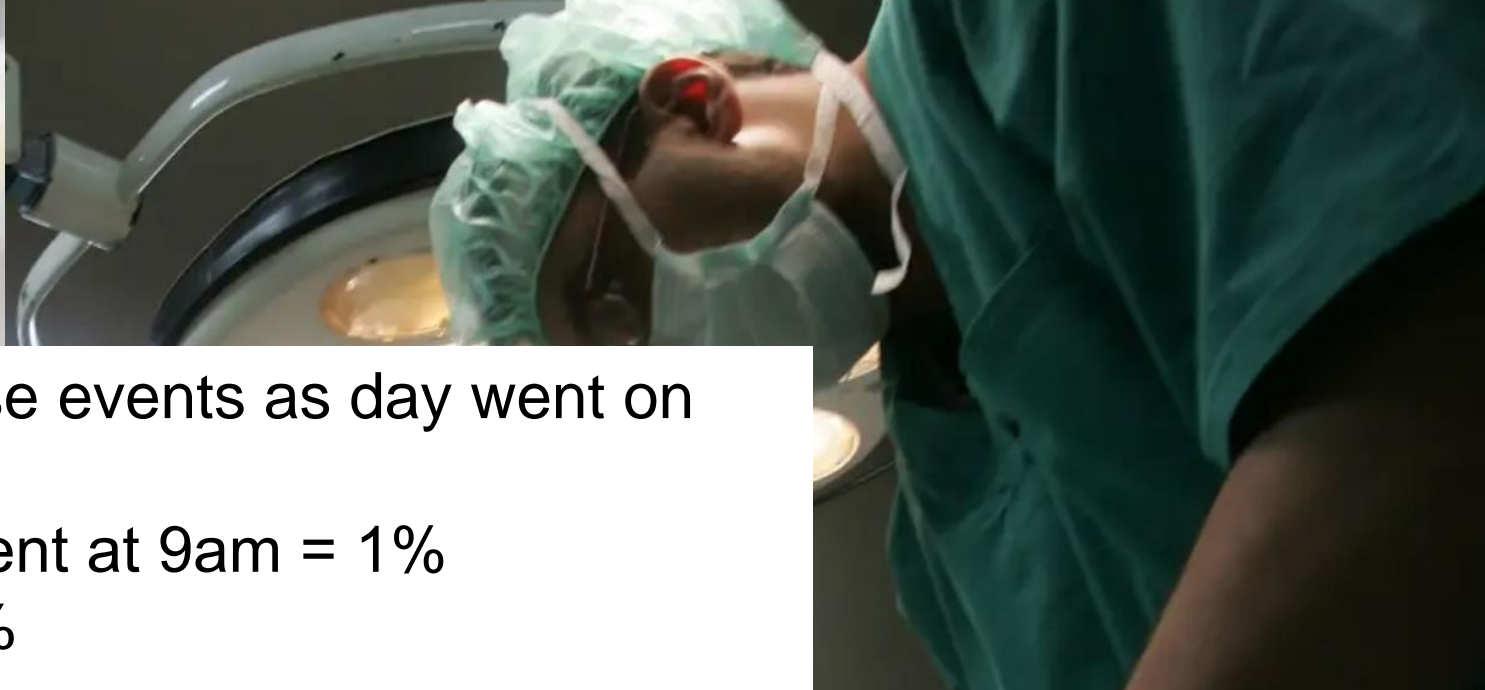
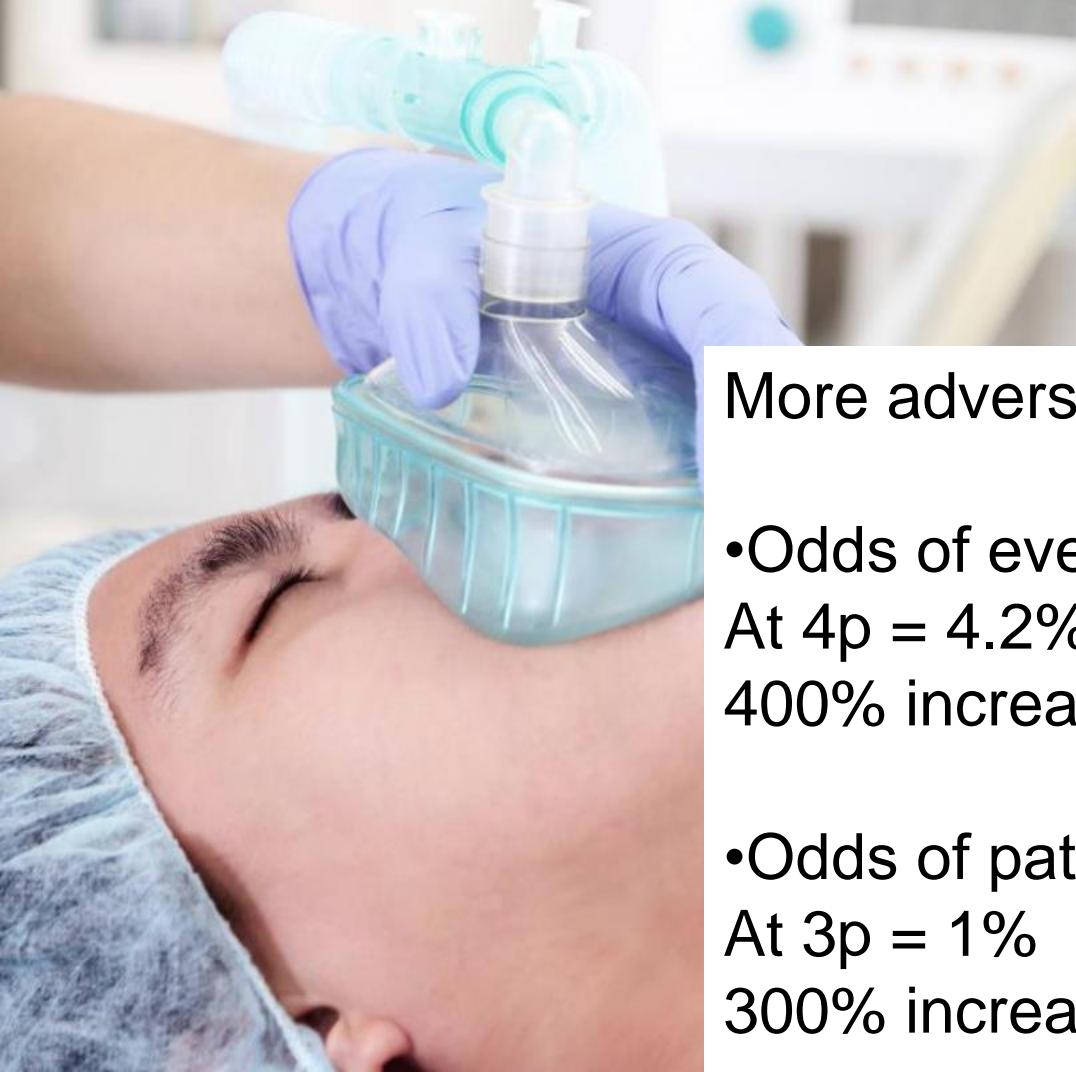




107,000 hospital surgeries  
Anesthetic adverse events:  
mistakes made, harm to patients, or both



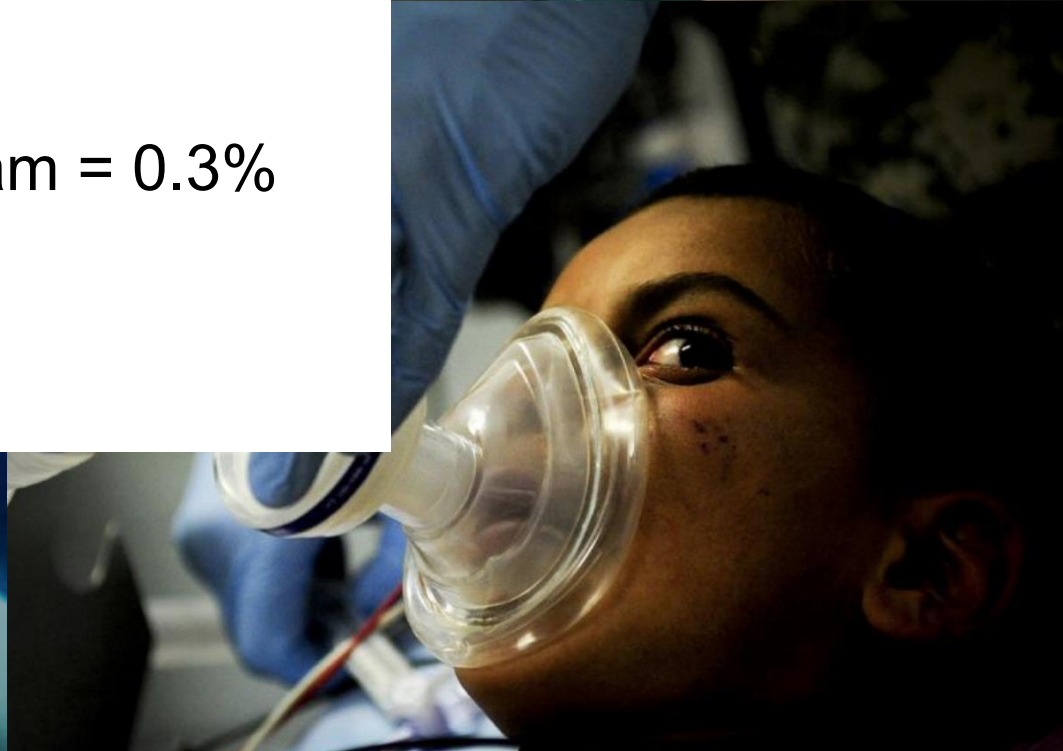




More adverse events as day went on

- 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 LIKE THIS: **VOTE BOTH SIDES**

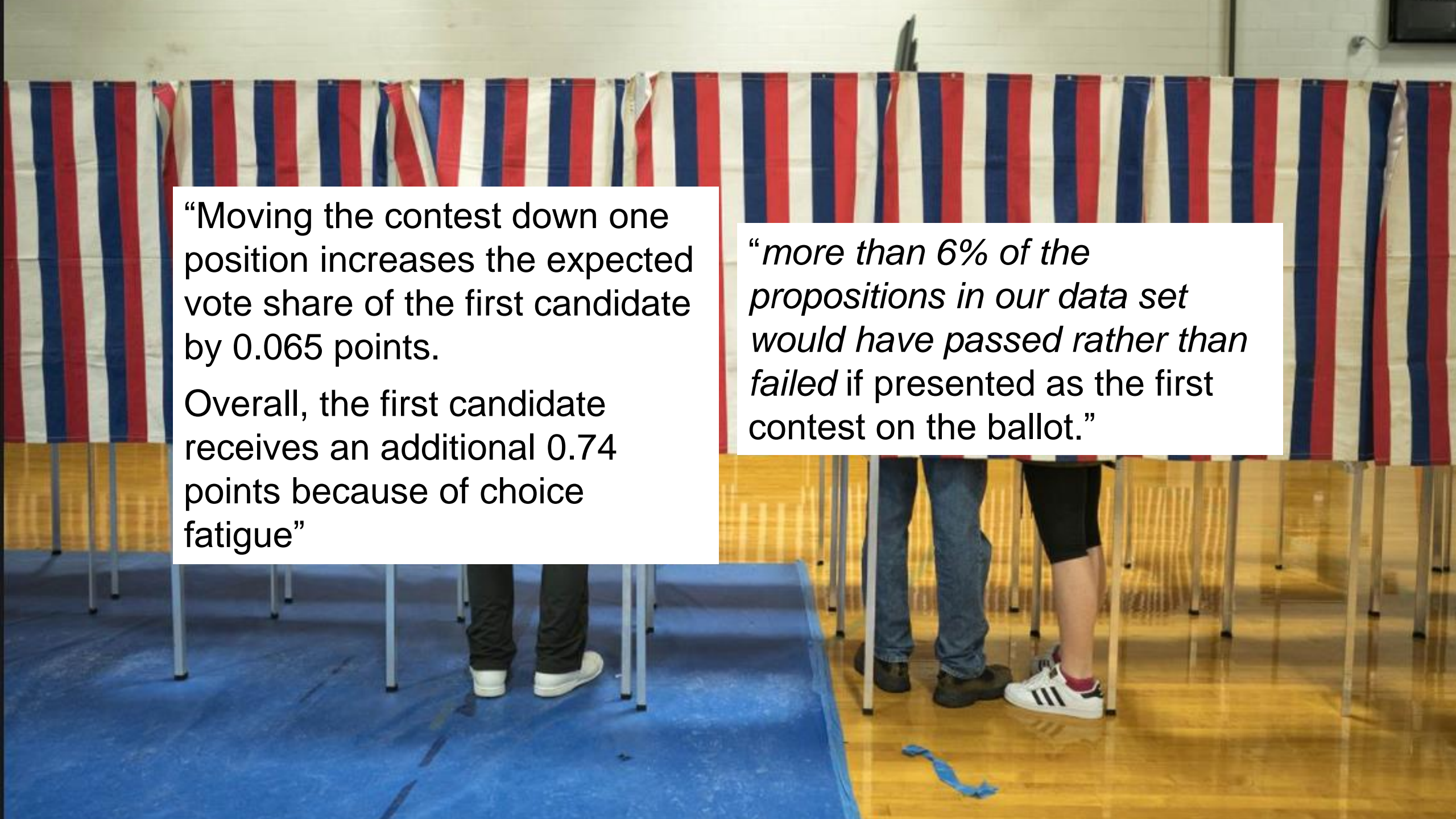
| STATE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | INSURANCE COMMISSIONER                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | FOR ASSOCIATE JUSTICE, COURT OF APPEALS                                                                                                                                                                            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>GOVERNOR</b><br>Vote for One<br><br><input type="radio"/> <b>GARY DAVID COPELAND</b> <i>Libertarian</i><br>Chief Executive Officer<br><input type="radio"/> <b>BILL SIMON</b> <i>Republican</i><br>Businessman/Charity Director<br><input type="radio"/> <b>REINHOLD GULKE</b> <i>American Independent</i><br>Electrical Contractor/Farmer<br><input type="radio"/> <b>GRAY DAVIS</b> <i>Democratic</i><br>Governor of the State of California<br><input type="radio"/> <b>IRIS ADAM</b> <i>Natural Law</i><br>Business Analyst<br><input type="radio"/> <b>PETER MIGUEL CAMEJO</b> <i>Green</i><br>Financial Investment Advisor<br><input type="radio"/> _____<br><i>Write-In</i>                                                                                        | Vote for One<br><br><input type="radio"/> <b>DALE F. OGDEN</b> <i>Libertarian</i><br>Insurance Consultant/Actuary<br><input type="radio"/> <b>DAVID I. SHEIDLLOWER</b> <i>Green</i><br>Financial Services Executive<br><input type="radio"/> <b>GARY MENDOZA</b> <i>Republican</i><br>Businessman<br><input type="radio"/> <b>JOHN GARAMENDI</b> <i>Democratic</i><br>Rancher<br><input type="radio"/> <b>STEVE KLEIN</b> <i>American Independent</i><br>Businessman<br><input type="radio"/> <b>RAUL CALDERON, JR.</b> <i>Natural Law</i><br>Health Researcher/Educator<br><input type="radio"/> _____<br><i>Write-In</i> | 2nd APPELLATE DISTRICT, DIVISION TWO<br><br>Shall <b>ASSOCIATE JUSTICE JUDITH M. ASHMANN</b> be elected to the office for the term prescribed by law?<br><br><input type="radio"/> YES <input type="radio"/> NO    |
| <b>LIEUTENANT GOVERNOR</b><br>Vote for One<br><br><input type="radio"/> <b>PAT WRIGHT</b> <i>Libertarian</i><br>Ferret Legalization Coordinator<br><input type="radio"/> <b>PAUL JERRY HANNOSH</b> <i>Reform</i><br>Educator/Businessman<br><input type="radio"/> <b>BRUCE MC PHERSON</b> <i>Republican</i><br>California State Senator<br><input type="radio"/> <b>KALEE PRZYBYLAK</b> <i>Natural Law</i><br>Public Relations Director<br><input type="radio"/> <b>CRUZ M. BUSTAMANTE</b> <i>Democratic</i><br>Lieutenant Governor<br><input type="radio"/> <b>JIM KING</b> <i>American Independent</i><br>Real Estate Broker<br><input type="radio"/> <b>DONNA J. WARREN</b> <i>Green</i><br>Certified Financial Manager<br><input type="radio"/> _____<br><i>Write-In</i> | <b>MEMBER, STATE BOARD OF EQUALIZATION</b><br>2 <sup>ND</sup> District<br>Vote for One<br><br><input type="radio"/> <b>TOM Y. SANTOS</b> <i>Democratic</i><br>Tax Consultant/Realtor<br><input type="radio"/> <b>BILL LEONARD</b> <i>Republican</i><br>State Lawmaker/Businessman<br><input type="radio"/> _____<br><i>Write-In</i>                                                                                                                                                                                                                                                                                        | 2nd APPELLATE DISTRICT, DIVISION THREE<br><br>Shall <b>PRESIDING JUSTICE JOAN DEMPSEY KLEIN</b> be elected to the office for the term prescribed by law?<br><br><input type="radio"/> YES <input type="radio"/> NO |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>UNITED STATES REPRESENTATIVE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 2nd APPELLATE DISTRICT, DIVISION FOUR<br><br>Shall <b>ASSOCIATE JUSTICE GARY HASTINGS</b> be elected to the office for the term prescribed by law?<br><br><input type="radio"/> YES <input type="radio"/> NO       |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>24<sup>TH</sup> District</b><br>Vote for One<br><br><input type="radio"/> <b>ELTON GALLEGLY</b> <i>Republican</i><br>U.S. Representative                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                    |





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.”*





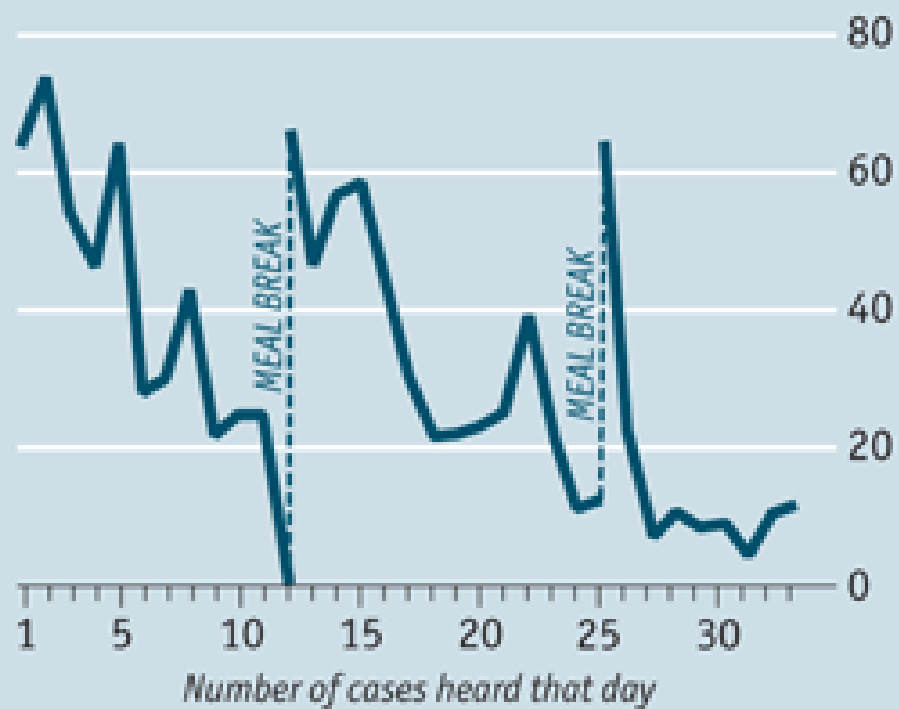


1100 judicial rulings across 10 months



## Judgment day

Favourable rulings by parole boards, %



# What to do?





**THEY SAY THE BEST OFFENSE  
IS A GOOD DEFENSE.**

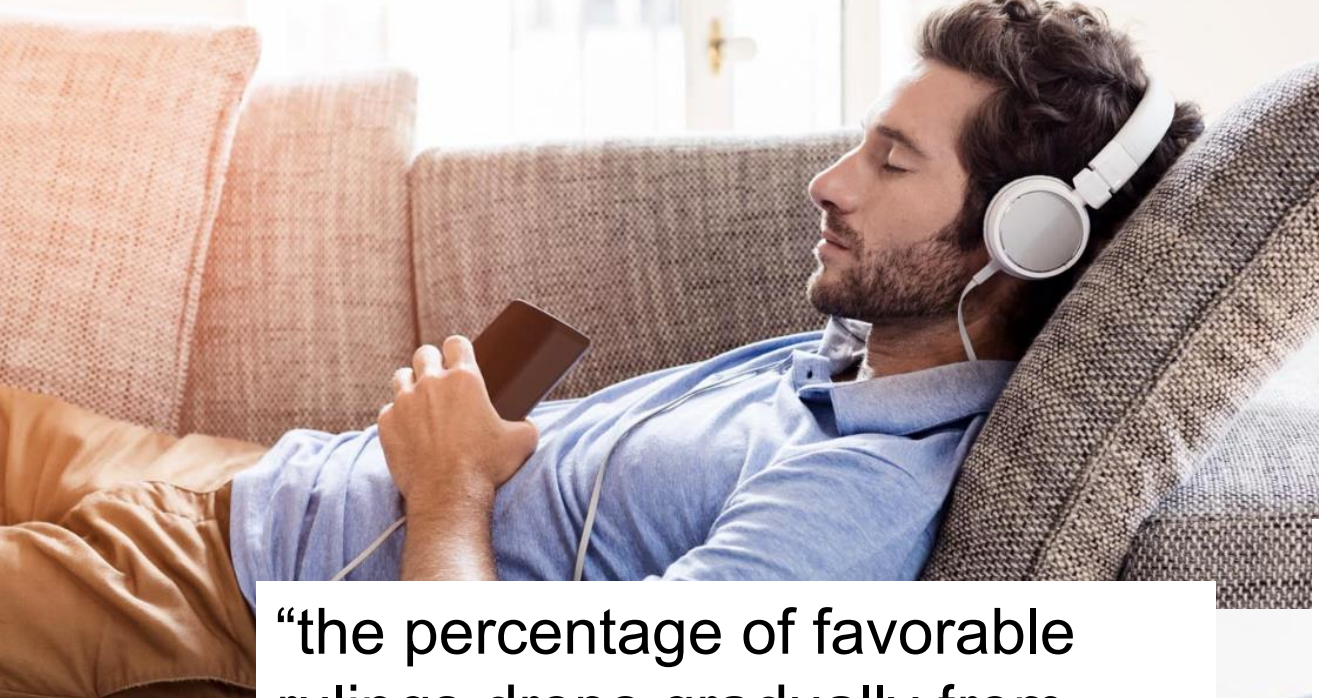
**FALSE. THE BEST OFFENSE  
IS OFFENSE.**





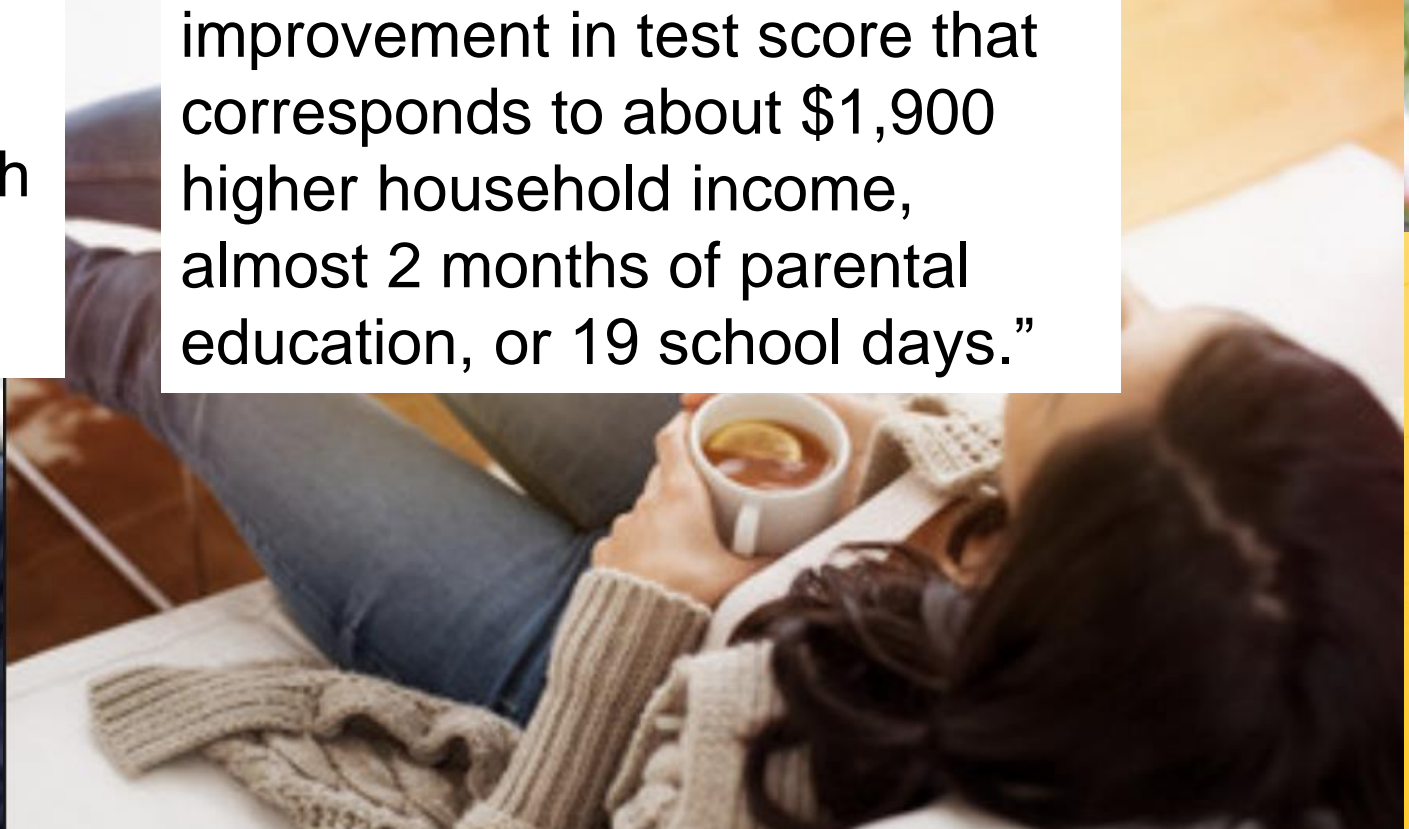






“the percentage of favorable rulings drops gradually from  $\approx 65\%$  to nearly zero within each decision session and returns abruptly to  $\approx 65\%$  after a break”

“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.”







OF MINNESOTA



*“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

**Katherine Mangu-Ward** | Sep. 14, 2012 11:39 am

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*





**Mark Zuckerberg** ✓

about 9 months ago



First day back after paternity leave. What should I wear?

👍 1.2M

💬 74k

➦ 40k



## 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.”







BAZAAR

Fashion Beauty Celebrity Culture Shop



Apr 3, 2015 @ 11:30 AM

Culture Features

# 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.*



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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.*

# over 100 choices

discover yours ▶

find one near you

zip code



we're adding new locations every day





# Summary

# Be aware — and beware — of decision fatigue

