

Summary

Participants deciding between two apps experienced significantly higher immediate post-choice satisfaction when making the decision quickly rather than slowly, but there was no difference after one week of use.

Introduction

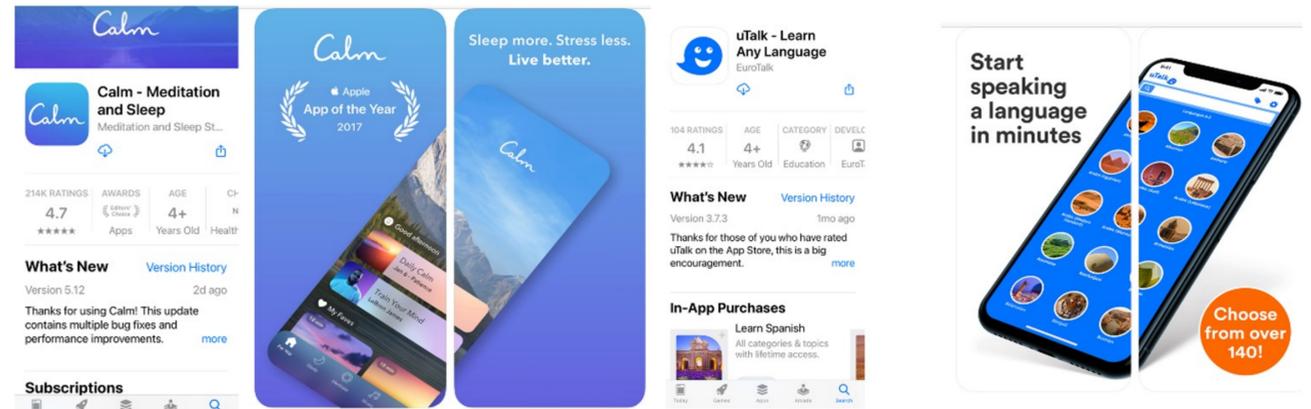
- **Aims:** Investigate relationship between two types of decision making in dual-process models^{1,2} (System 1 & System 2) and post-choice satisfaction.
 - System 1 = Fast, intuitive thinking
 - System 2 = Slow, analytic thinking
- Used post-choice satisfaction as a measure of decision 'goodness' for real-world choices where there is no clear 'correct' choice.
- Traditional view that System 1 decisions are worse than System 2 decisions^{2,3,4} may not apply outside of laboratory tasks, in real-world scenarios.

Hypotheses

1. Thinking slowly will lead to higher immediate choice satisfaction
2. Thinking quickly will lead to higher long-term choice satisfaction

Method

- 55 participants (18% male)
- 2 conditions:
 - **Quick Choice (S1)**
 - 10 seconds to make decision
 - **Slow Choice (S2)**
 - 1 minute to make decision
- Decision:
 - Which of two apps to download and use daily for a week
- Measures:
 - Decision Satisfaction
 - Used the Decision Attitude Scale (DAS)
 - Measured both immediately & one week after using app (in order to allow participants to experience their choice)



Images 1 & 2: The two smartphone applications the participants chose between to download

Results

1. Immediate satisfaction was significantly higher for the quick choice group compared to the slow choice group. $t(53)=2.03, p=0.05$. Those who made their choice quickly were happier with their decision immediately after making it.
2. There was no significant difference between groups for long-term satisfaction. $t(53)=1.12, p=0.27$. Both those who made a quick choice and those who made a slow choice experienced decreased satisfaction over time.

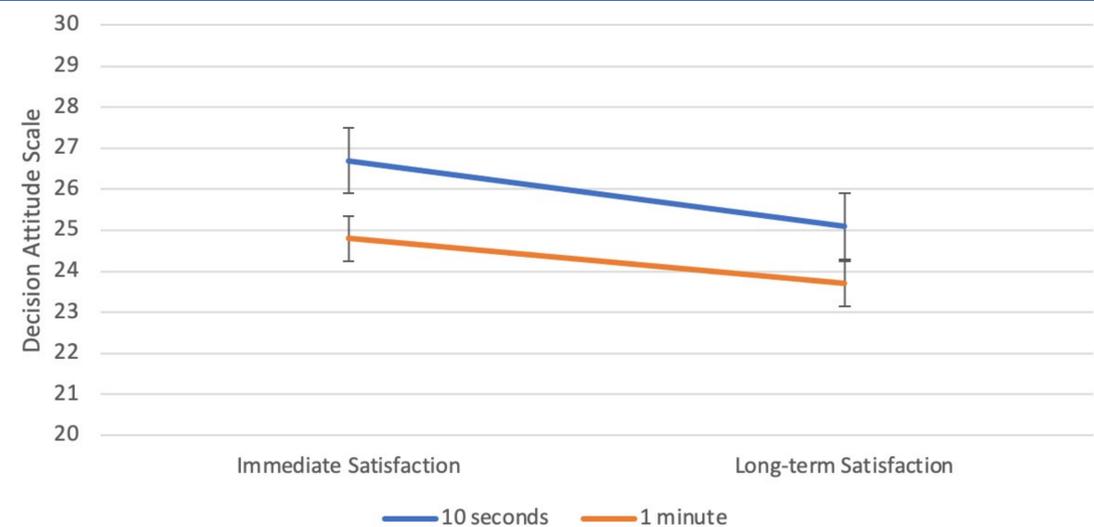


Figure 1: Immediate and long-term satisfaction for 10 second (S1) and 1 minute (S2) conditions with standard error bars

Discussion

- The quick choice participants were happier with their decision immediately after making it compared to the slow choice participants.
 - Limited time to make a choice could be causing participants to rely on affective / emotional responses to choice options
- Both groups experienced a decrease in satisfaction over time.
 - Lack of significant difference at long-term time point may be because participants weren't able to predict their experience with their choice