


Part 4:
Choice Sets and Relativity

How often do you floss per **day**?




How often do you floss per **month**?





Answering on the left
side of the scale implies
you are below the norm,
and answering on the
right implies you are
above the norm.



Your temporary change in
mindset may affect
imminent decisions.

How often do you floss per **day**?




call now!

How often do you floss per **month**?



no need to worry

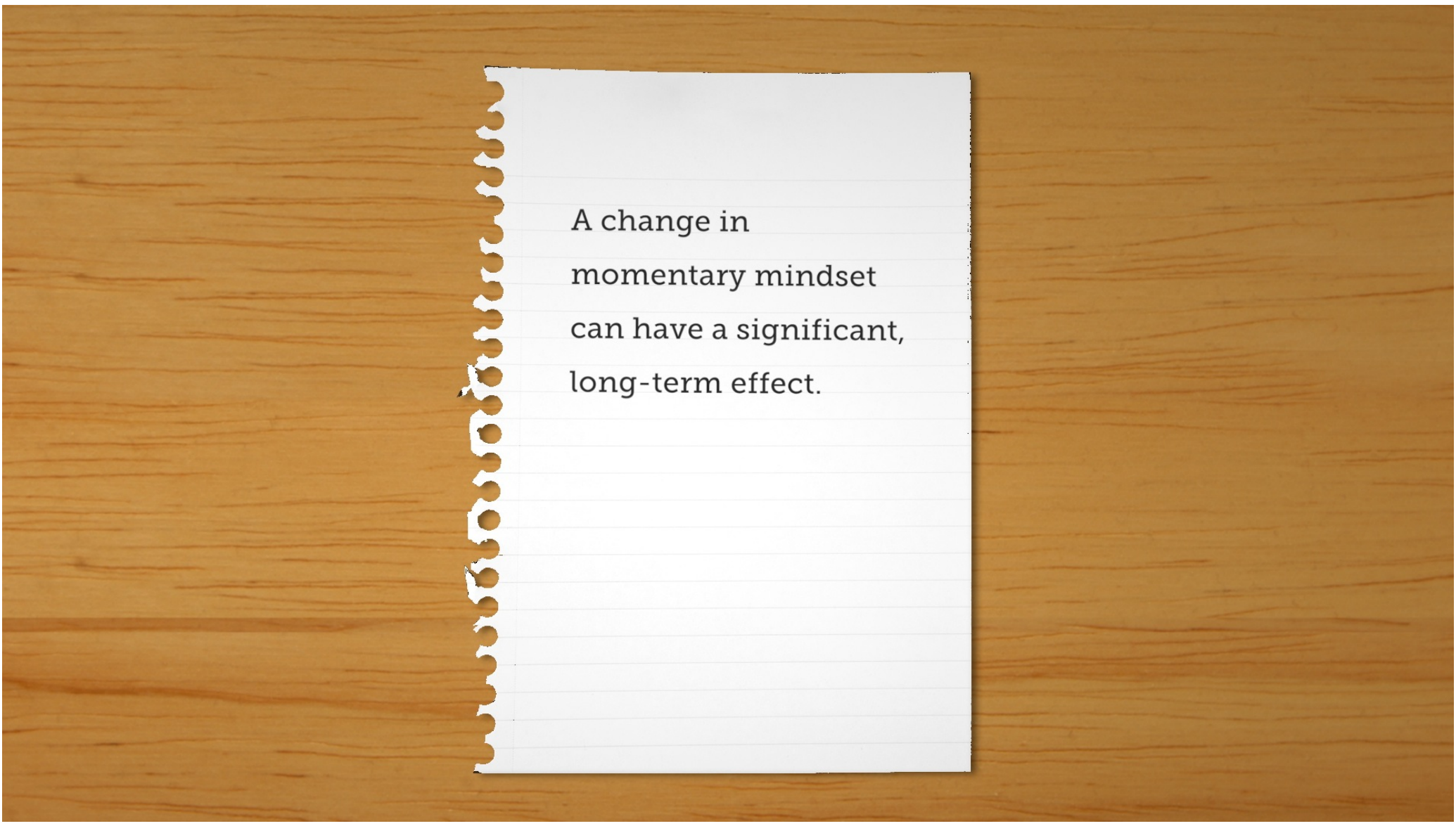


Your temporary mindset
could determine the starting
point of your portfolio...

- safe
or
- risky

... and those initial decisions
could affect your portfolio
for years to come.



A spiral-bound notepad with a wooden background. The notepad is white with horizontal lines and a silver spiral binding on the left side. The text is written in a black, serif font.

A change in
momentary mindset
can have a significant,
long-term effect.



1-week
vacation
in Rome



1-week
vacation
in Paris

1-week
vacation
in Rome



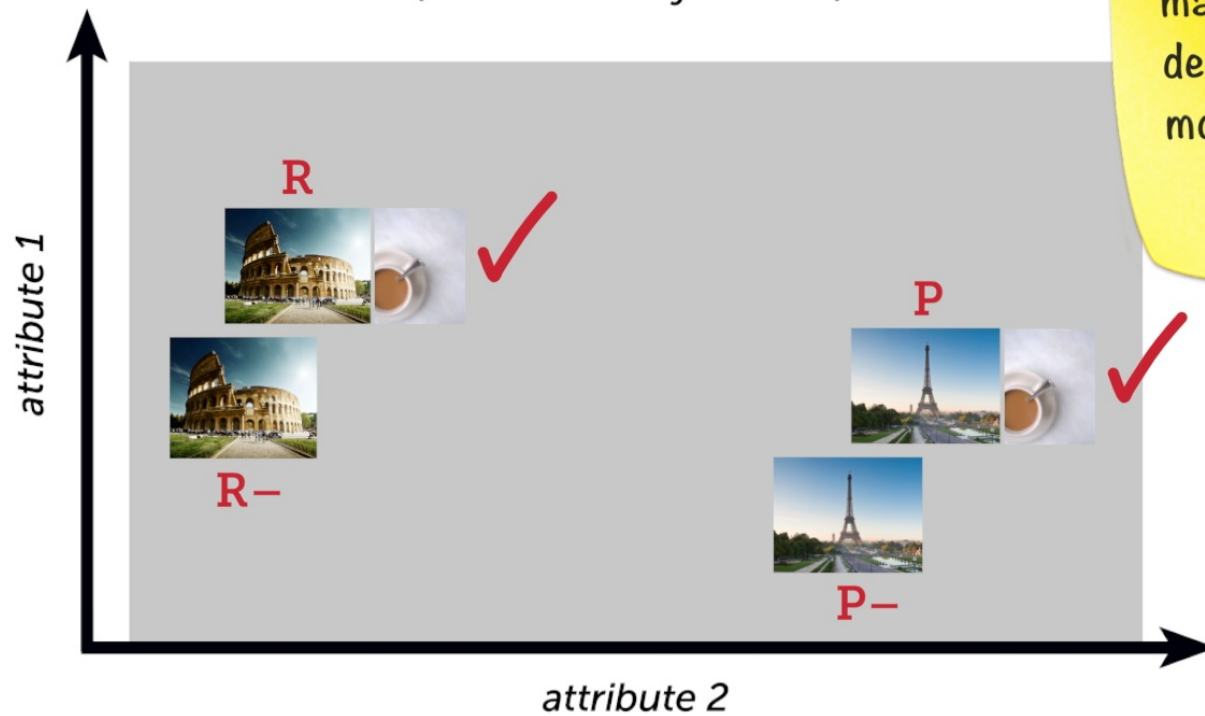
1-week
vacation
in Paris



“Rome minus”



Asymmetric Dominance (or the "decoy effect")



The contrast makes the desirable option more attractive.

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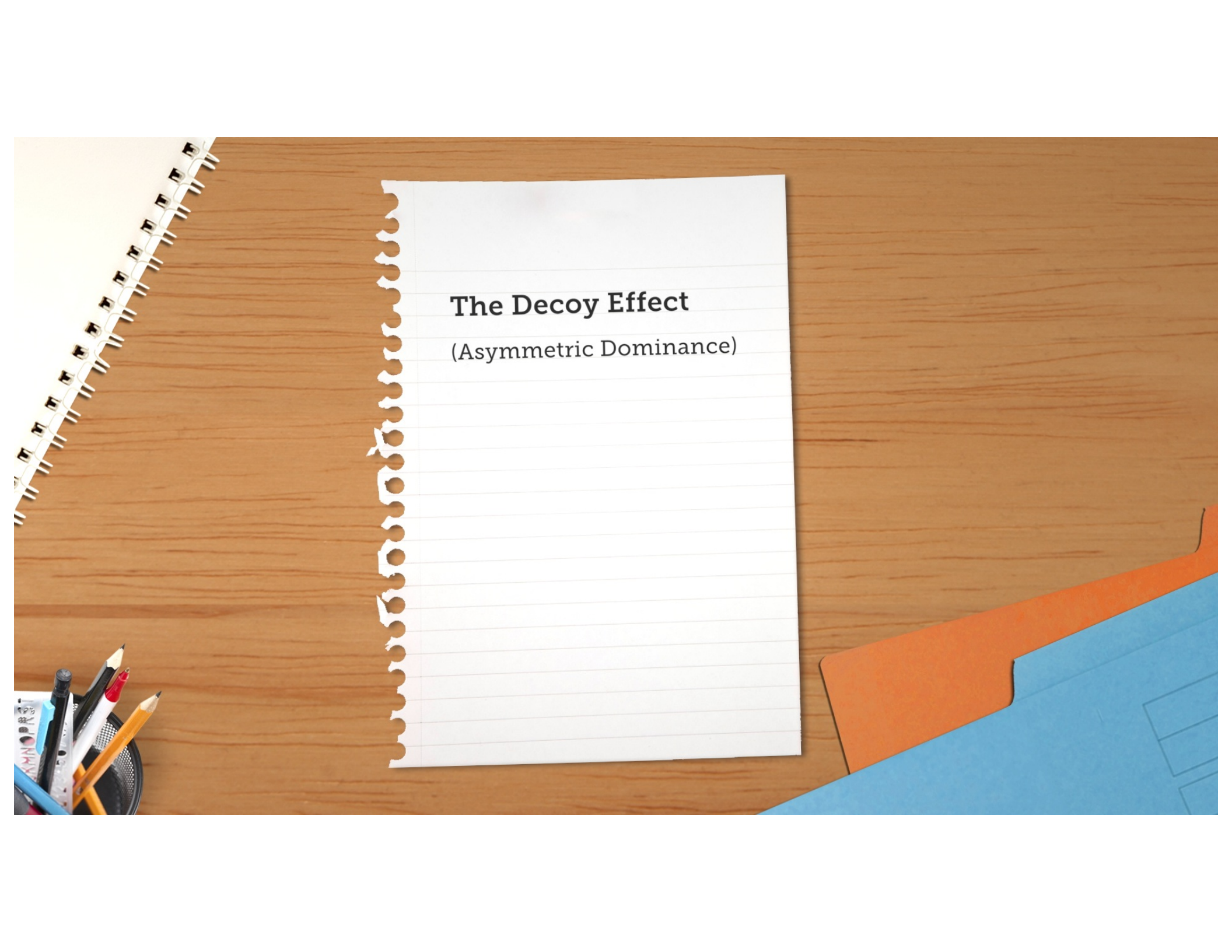
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The Decoy Effect

(Asymmetric Dominance)

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The middle option
defined the framework
for evaluating
the other options.



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- 
- 1) It is hard for us to make evaluations.
 - 2) Decisions are influenced by choice sets.

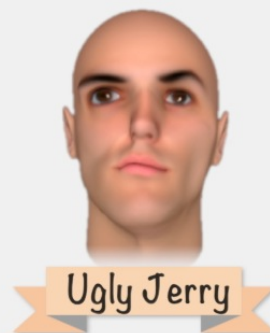


The constant race
for a relatively better
position can threaten
an entire ecosystem.



Jerry or Tom?

Form A



Form B



Jerry or Tom?

Form A



Form B

