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| **Testo di partenza\***  **\*Non tradurre il testo evidenziato in giallo** | **Testo tradotto dal candidato** | **Spazio a disposizione del correttore** | **Punteggi** |
| **The tyranny of choice**  *Logic suggests that having options allows people to select precisely what makes them happiest. But, as studies show, abundant choice often makes for misery.* |  |  |  |
| **Regret Adds to Costs**  Just as people feel sorrow about the opportunities they have forgone, they may also suffer regret about the option they settle on. My colleagues and I devised a scale to measure proneness to feeling regret, and we found that people with high sensitivity to regret are less happy, less satisfied with life, less optimistic and more depressed than those with low sensitivity. |  |  |  |
| Not surprisingly, we also found that people with high regret sensitivity tend to be maximizers (those who always aim to make the best possible choice). Indeed, we think that worry over future regret is a major reason that individuals become maximizers. The only way to be sure you will not regret a decision is by making the best possible one. Unfortunately, the more options you have and the more opportunity costs you incur, the more likely you are to experience regret. |  |  |  |
| Regret may be one reason for our aversion to losses. Have you ever bought an expensive pair of shoes only to discover that they are so uncomfortable that you cannot wear them for more than 10 minutes without hobbling? Did you toss them out, or are they still sitting in the back of your closet? Chances are you had a hard time throwing them away. Having bought the shoes, you incurred an actual, or “sunk”, cost, and you are going to keep them around in the hope that eventually you will get your money’s worth out of them. To give the shoes away or throw them out would force you to acknowledge a mistake – a loss. |  |  |  |
| In a classic demonstration of the power of sunk costs, people were offered season subscriptions to a local theatre company. Some were offered the tickets at full price and others at a discount. Then the researchers simply kept track of how often the ticket purchasers actually attended the plays over the course of the season. Full-price payers were more likely to show up at performances than discount payers. The reason for this, the investigators argued, was that the full-price payers would experience more regret if they did not use the tickets because not using the more costly tickets would constitute a bigger loss. |  |  |  |
| Several studies have shown that two of the factors affecting regret are how much one feels personal responsibility for the result and how easy it is to imagine a better alternative. The availability of choice obviously exacerbates both these factors. When you have no options, what can you do? You will feel disappointment, maybe; regret, no. With no options, you just do the best you can. But with many options, the chances increase that a really good one is out there, and you may feel that you ought to have been able to find it. |  |  |  |
| **Feeling evoked by ever more choices**  Early decision-making research by Daniel Kahneman and Amos Tversky showed that people respond much more strongly to losses than gains. Similarly, my co-workers and I believe that feelings of well-being initially rise as choice increases but then levels off quickly. Meanwhile, although zero choice evokes virtually infinite unhappiness, bad feelings escalate as we go from having few choices to many. The net result is that, at some point, added choice only decreases happiness. |  |  |  |