To begin our Discussion Board I would like to introduce you to ***The Paradox of Choice - Why More Is Less.*** This is a 2004 book by American psychologist, Barry Schwartz. In his book Schwartz argues that reducing consumer choices can greatly reduce anxiety for shoppers. Shopping involves critical thinking because it requires decision making.

**Watch the presentation** by Prof. Schwartz on how we can make shopping simpler and increase our happiness.

<http://www.youtube.com/watch?v=VO6XEQIsCoM>

(Note that the quizzes and tests will cover the videos in this course).

Also [read this article](http://en.wikipedia.org/wiki/The_Paradox_of_Choice%3A_Why_More_Is_Less) (opens in a new window).

For your post, complete the following:

Based on his talk and the article above, **discuss** how too many choices have created problems for **YOU**in decision making. Can you relate to his point on how too many choices can decrease your happiness? Are you more satisfied with decisions when there are fewer options? **Provide a 100-word minimum Discussion Board response and provide a substantive response (50-word minimum) to at least 2 peers’ discussion board responses.**  Anything less will result in a grade deduction.