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Query Theory - Knowing what we want by arguing with ourselves

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Psychologists and behavioral economists agree that many of our preferences are constructed, rather than innate or pre-computed and stored. Little research, however, has explored the implications that established facts about human attention and memory have when people marshal evidence for their decisions. This talk provides an introduction to Query Theory, a psychological process model of preference construction that explains a broad range of phenomena in individual choice with important personal and social consequences, including our reluctance to change and excessive impatience when asked to delay consumption.

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Freeman Hall, Room 103
Fordham University at Rose Hill

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