Choice Overload

Economics

When more options make decisions worse rather than better.

When more choice hurts.

Overload appears when

- Options are numerous and similar
- Attributes are hard to compare
- The chooser lacks clear preferences
- The decision feels consequential
- Time to decide is limited

Remedies

- Sensible defaults
- Grouping into a few categories
- Staged, sequential decisions
- Recommended options clearly marked

> Educational reference. The size of this effect is debated, and it does not appear in every context studied.