FORM 6.7 Regret Avoidance

Often when we are considering alternatives, we focus on the possibility that we might regret our decision in the future. As a result, we may be reluctant to make a change or we might choose a less "risky" alternative at the moment. Some people try to avoid regret by choosing the "popular" alternative, getting reassurance from others, asking others to make the decision, waiting a long time, collecting more and more information, or trying not to think about the decision. Look at some of the decisions you have made or are considering, and write down one of them below. Then consider some of the strategies you might have used to avoid regret and give examples in the right-hand column. What do you think about this approach to decision making?

Decisions I am considering or had considered:	
	Examples
Waited a long time	
Did what other people told me to do	
Focused on reasons not to change	
Sought out lots of reassurance	
Let someone else make the decision	
Tried not to think about it	
Other	