

Choice Overload on the Web

Why People Don't Always Buy What They Want

Presented by Paul Whitmore

The Web has increased personal control over almost every aspect of our lives. It seems like an undeniably GOOD THING to be able to buy any book or CD, execute stock trades at all hours, and gather information about those purchases which aren't directly available from the Web.

As physical barriers drop away, the only remaining obstacles to complete consumer paradise are due to the way people formulate and act on their preferences. Psychologists have documented numerous paradoxes that emerge when people are free to do pursue their own choices. Surprisingly, more choice does not necessarily lead to better decisions. And because of inconsistencies and errors in decision-making, increasing the range of options often fails to make people happier about the choices they make.

This talk will review recent research relevant to the design and structure of purchasing choices presented through the Web. Besides indicating the sorts of mistakes people typically make, there will be useful tips for how designers can help people deal with choice-overload..

About Paul Whitmore

Paul Whitmore is currently a User Interface Visionary at E*Trade, where he works with designers, data-miners, and marketing professionals to ensure that a leading e-commerce site remains intuitive and fun to use. He finished his Stanford Ph.D. in March of 2000. His thesis focused on long-term goal-setting, a problem at the intersection of psychology and economics. While at Stanford, he interned at Xerox PARC in the User Interface Research Group. He was also a fellow at the Center for Conflict and Negotiation, and attended the Santa Fe Institute to research the evolution of cooperation. His minimal Web site is at <http://www-psych.stanford.edu/~wit/>.

Presented October 11 by the Silicon Valley Web Guild

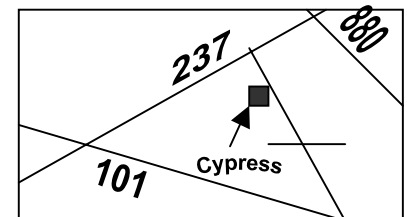
Silicon Valley Chapter of the Society of Internet Professionals

Location: Cypress Semiconductor
3939 N. First St. (north side of Building 3)
San Jose, CA 95134
Located between Hwy. 237 and Tasman Drive

Time: 6:00 pm Registration, networking, table top vendors,
and job announcements.
6:50 pm General announcements (have jobs, want jobs, etc.)
7:00 pm Main speaker
8:20 pm Door prizes (must be present to win)
8:30 pm Special interest groups

Price: FREE! All of the WebGuild's meetings are free and open to the public. We serve **free snacks**, and everyone is welcome to attend. RSVPs are not required. Invite your friends and colleagues!

Sign Up: For meeting updates and news of upcoming events, use the registration feature on our home page.



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<http://www.webguild.>