



Pros vs. Cons Ranking

Angelika Dimoka, director of the Center for Neural Decision Making says that identifying your own preferences can be a major problem when you're faced with complicated decisions. One way to overcome this hurdle is by placing everything on the same scale.

For example, let's say you're trying to decide between two houses. One house is in a better neighborhood. The other is bigger. One looks nicer. The other has a garage. Put a numerical value between 0-5 on each individual attribute then add everything up. When you do this, you can better measure complicated choices that seemed incomparable before.

Pros List	Ranking	Cons List	Ranking

Pro Total:

Cons Total: