

IV-A-2. AM I A DELIBERATE DECISION-MAKER?

ANALYSIS

Scoring Key

To score the measure, first reverse-code items 1, 2, 3, 4, 5, and 6 so that 1=5, 2=4, 3=3, 4=2, and 5=1. Then, compute the sum of the 7 items. Scores will range from 7 to 35.

Your score is:

Interpretation

People differ in how they make decisions. Some people prefer to collect information, carefully weigh alternatives, and then select the best option, while others prefer to make a choice as quickly as possible.

This scale assesses how deliberate you are when making decisions. If you scored at or above 28, you tend to be quite deliberate. If you scored at or below 14, you tend to be rash. Scores between 14 and 27 reveal a more blended style of decision making.

How should decisions be made? The rational model states that individuals should define the problem, identify what criteria are relevant to making the decision and weigh those criteria according to importance, develop alternatives, and finally evaluate and select the best alternative. Though this sounds like an arduous process, research has shown that the rational model tends to result in better decisions.

If you tend to make decisions on a whim, you may want to be especially careful in auction settings, such as those found on the Web site eBay. The time pressures involved, along with the emotional arousal that comes with bidding, can result in “auction fever” and suboptimal decisions. Put simply, if you make quick, impulsive decisions, you may pay more than you should have.

Interestingly, personality is related to a person’s decision-making style. Individuals who are deliberate and decisive tend to be high in emotional stability and high in conscientiousness, while individuals who are more impulsive tend to be low on these two traits. Thus, while your decision-making style is likely to be somewhat stable, following the rational model should help you to avoid making rash decisions.

My Answers

- | | |
|---|---|
| 1. I jump into things without thinking. | <input type="text" value="to a little extent"/> |
| 2. I make rash decisions. | <input type="text" value="somewhat"/> |
| 3. I like to act on a whim. | <input type="text" value="to a little extent"/> |
| 4. I rush into things. | <input type="text" value="to a little extent"/> |
| 5. I don't know why I do some of the things I do. | <input type="text" value="to a little extent"/> |
| 6. I act quickly without thinking. | <input type="text" value="to a little extent"/> |

7. I choose my words with care.

to a large extent

Source: Based on L. R. Goldberg, J. A. Johnson, H. W. Eber, R. Hogan, M. C. Ashton, C. R. Cloninger, and H. G. Gough, "The International Personality Item Pool and the Future of Public-Domain Personality Measures," *Journal of Research in Personality*, 2006, 40, 84-96.