

5.10: Introduction to Barriers to Individual Decision Making and Styles of Decision Making

What you'll learn to do: describe the barriers to individual decision making and common styles of decision making

Making decisions is easy. Making the right decision is hard. When making decisions, you will face many barriers, including the quality of information you have, the amount of time allowed, and several cognitive biases that will influence your decisions. In addition to these barriers, we'll also look at some common styles of decision making, including satisficing, optimizing, intuitive, rational, combinatorial, and positional.

Contributors and Attributions

CC licensed content, Original

- Introduction: Barriers to Individual Decision Making and Common Styles of Decision Making . **Authored by:** Aaron Spencer and Lumen Learning. . **License:** [CC BY: Attribution](#)

This page titled [5.10: Introduction to Barriers to Individual Decision Making and Styles of Decision Making](#) is shared under a [CC BY 4.0](#) license and was authored, remixed, and/or curated by [Lumen Learning](#) via [source content](#) that was edited to the style and standards of the LibreTexts platform.