

If your gift choices seem to disappoint, psychology may explain why

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Los Angeles Times:

So, you fancy yourself a really good giver of gifts, don't you?

You think really hard about your prospective gift recipient's style and taste. You go for something that really says, "I *get* you!" Choose a gift from someone's gift registry? Nah, you say: I can do better than that.

Sometimes you even spend a little more than you should on that special something. It's worth it, you figure: My giftee is going to be bowled over by this.

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In the spirit of holiday giving, the latest issue of the journal *Current Directions in Psychological Science* has decided to clue us in to the chasm that too often exists between your thought process in choosing a gift and the value and pleasure your recipient will get from that gift.

Read the whole story: [*Los Angeles Times*](#)