

# Why We Make Dumb Choices

June 14, 2012

## ***Yahoo Health:***

Decisions, decisions. From the time you wake up (should I hit the snooze?) until you go to bed (should I eat that midnight snack?), you're making decisions all day long—and some of them turn out to be the wrong ones. Afterward, there's nothing left to do but shake your head and wonder what you could have been thinking.

If you catch a bad decision before you act, however, there's still time to correct it. That's where an awareness of common pitfalls comes in handy. Luckily, in the last few years, researchers have learned a lot about psychological factors that can lead smart people to make dumb choices. Here's what you need to watch out for.

Read the whole story: [Yahoo Health](#)