



**University of  
Zurich<sup>UZH</sup>**

## Department of Economics – Neuroeconomics Seminar

**November 9, 2017 - 17:00 - 18:00**

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### **The Decision Completion**

Decision makers often feel there is a moment of having reached a decision during deliberation - the AHA!-moment of having completed a decision.

At the same time, we sometimes decide to go back to a decision we have made earlier to gather additional evidence.

The talk focusses on these different scenarios of decision completion. I will show new evidence that subjective decision times can be used to predict choice accuracy, suggesting that awareness of completion - the AHA!-moment - is mediated by a threshold crossing on accumulated evidence. In addition, revisiting evidence for a previously made decision - by 'checking' the evidence again - can be used to improve performance and confidence by directly influencing evidence accumulation.