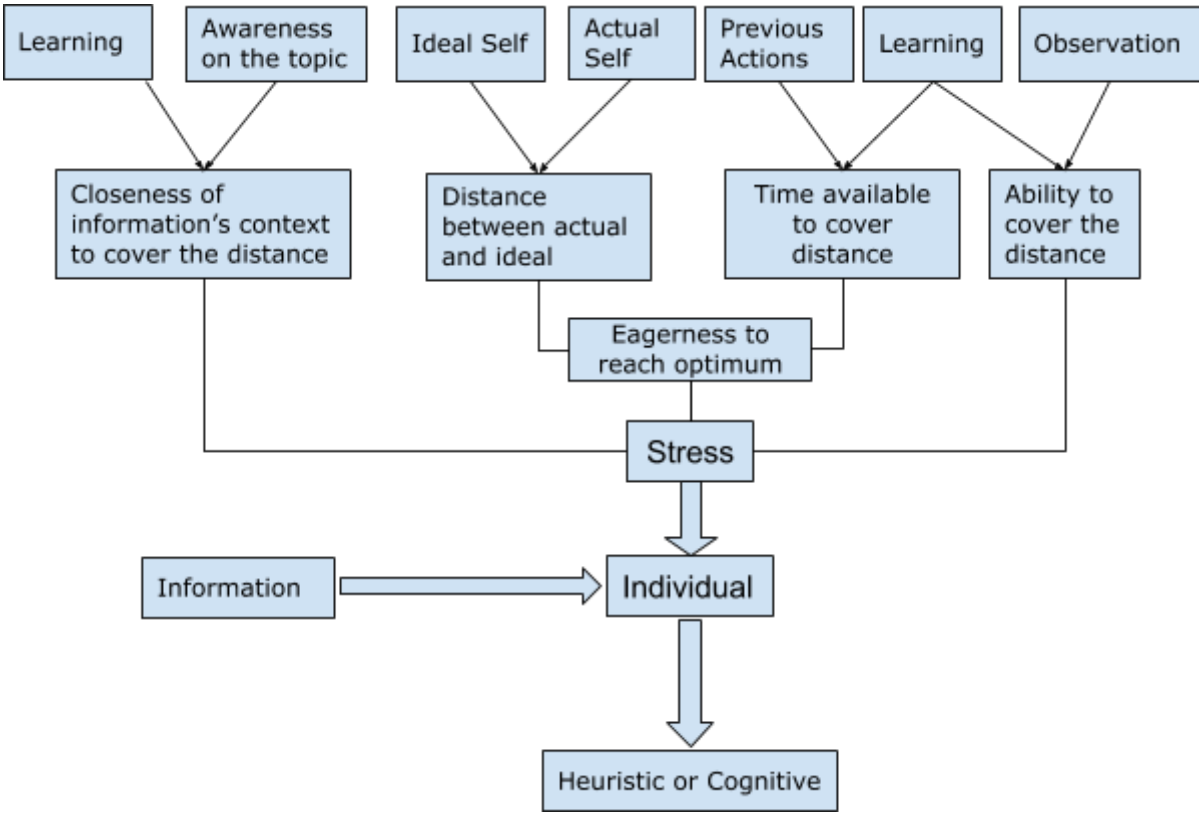
Stress driving the choices between Heuristic vs cognitive decision process, a case of ideal self vs actual self

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Individual decisions are often explained as the reflection of the positive learnings from previous actions but the actions are a reflection of an individual's thought on a given environmental scenario. Individuals carry a self-identity that define them in the environment they live in, this self-identity is a derivative of the observation through previous learnings with which the individual can connect to. The Proposal is suggesting that the reflection of an individual to any given scenario is a function of stress that individual carry with respect to the specific utility box in the context to which information is given.

$$\text{Stress} = f\ (\textit{Distance, time available, Context, ability})$$

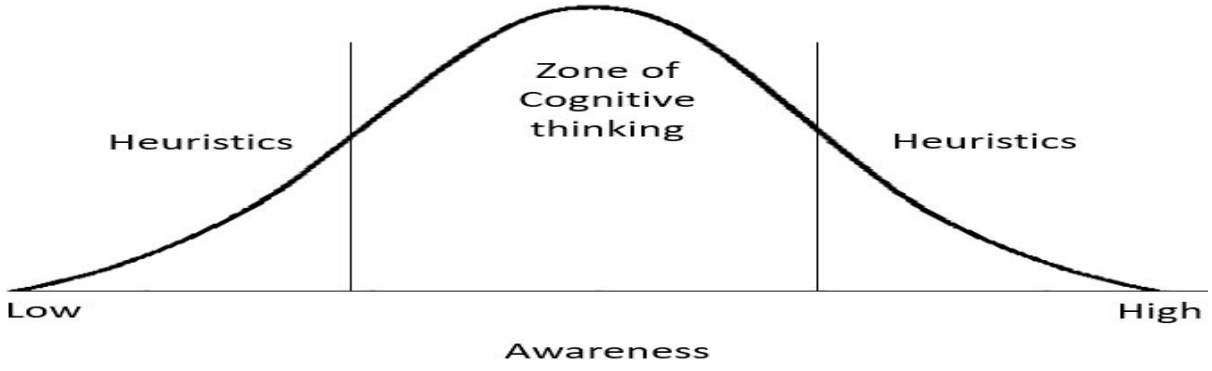


The proposal suggests that an individual consider self as a traveller and have some predecided checkpoints in life, these objectives are distributed in separate utility boxes, and these boxes have a priority scale that varies as per individual.

The actions reflect in choices is a function of gap(ideal-actual achieved objectives) and the time left to achieve that.

The tradeoff of Time and Distance		Distance to cover		
		Short	Med	Long
Time left to cover	Short	Cognitive	Heuristic/Cognitive	Heuristic
	Med	Heuristic/Cognitive	Cognitive	Heuristic/Cognitive
	Large	Heuristic	Heuristic/Cognitive	Cognitive

Context of the information in the environment also affects the choices. Every information may not be as important as other information, the reactiveness gets compounded by the high correlation of the information with the utility box that is in priority for the individual. Even awareness about the information affect choices, when awareness about the topic is optimum then individual will use the cognitive process to make a decision, but in case of less awareness, he switches to heuristic due to FOMO or even in case of a high level of awareness he will switch to heuristic process due to overconfidence.



The proposal suggests that the process selection of either heuristics or cognitive is a result of stress that is based on various factors but primarily on the eagerness to cover the gap of ideal self vs an individual's actual self with respect to specific utility in the context of particular information. Individual choices vary due to variation in the priority of the utility boxes, the difference in the distance of ideal and actual self and ability to cover the distance.