

THE PSYCHOLOGY OF DECISION-MAKING

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Abstract; The psychology of decision-making is viewed as a cognitive process that results in the choice of an opinion or course of action among several alternative possibilities. A fundamental distinction is made between: quantitative (mathematical) and empirical methods, as well as single-person and multi-person decisions

Keywords: quantitative, person decision, various strategies.

INTRODUCTION

The decision-making process is one of the most integral parts of our lives, from the smallest decisions that we make every day to large transactions that further affect our future. Scientists have always been interested in how exactly it works. Human psychology, during decision making. After all, this process occurs in our lives constantly. When making choices, sometimes people consider flipping a coin for simple decisions, but for more significant ones, they tend to use various strategies, involving time, research, effort, and mental energy to make the best decision. This process concludes four main types of decision making in which our brains and psychology work differently. In this article, we will observe all of them.

* The first way to make decisions is expert assessment. This method relies on making decisions according to the opinions of experts in the industry in which you are making it. In the case of this method, what a person thinks is that the Expert knows better than him what and how exactly needs to be done in a given situation.

* The next method is Brainstorming. According to this method, the best way is to take into account everyone's opinion, add it up and take the average at the end. One of the main advantages of this method is that opinions from all sides are taken into account. For example, if you work in some company, you need to make some important decision as a team. It is in this case that this method is best suited since everyone's opinion is taken into account.

*The next method is game theory, which is to study the situation. Like other methods, it has its advantages in that once you fully learn everything about a given situation, based on this you already perform an action. The most important advantage of this method is that you fully understand the situation and make a decision without haste.

The last method is the division method. The main task is to separate one big problem into many smaller ones and solve them separately. This method is suitable for people who are afraid to solve big problems at once.

In all these ways, human psychology works differently. Most people trust their intuition in such situations and make decisions based on it. Well, we can say that there is not a single method that would suit everyone at the same time. Therefore, based on exactly how their psychology works. They choose one of these methods unconsciously and subsequently follow it when making a decision.

SUGGESTION

In conclusion, it should be noted that the concept of understanding a decision has not yet been fully studied, and psychology during decision-making too. We, that is, all people cannot always follow the same patterns or do the same thing according to certain rules, because people are very unpredictable, and their psychology is even more so. This suggests that we do not always decide something correctly or based on our desires because sometimes we have to decide something quickly and we simply don't have enough time for this.

REFERENCES

1. All this information was taken from various sources. I mainly used Wikipedia and the words of some scientists like Sigmund and Nietzsche. But I also added my own opinion based on my knowledge and experience. <<https://www.dtstranslates.com/globalcommunicationblog/5-obstacles-learning-new-language/>> [Accessed 13 November 2021].
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