

Mutual inclusivity improves decision-making by smoothing out choice's competitive edge

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35  
36 **Abstract:**  
37 Decisions form a central bottleneck to most tasks, one that people often experience as costly.  
38 Past work proposes mitigating those costs by lowering one's threshold for deciding. Here, we  
39 test an alternative solution, one that targets the basis for most choice costs: that choosing one  
40 option sacrifices others (mutual exclusivity). Across 6 studies (N = 565), we test whether this  
41 tension can be relieved by framing choices as inclusive (allowing selection of more than one  
42 option, as in buffets). We find that inclusivity makes choices more efficient, by selectively  
43 reducing competition between potential responses as participants accumulate information for  
44 each of their options. Inclusivity also made participants feel less conflicted, especially when  
45 they couldn't decide which good option to keep or which bad option to get rid of. These  
46 inclusivity benefits were also distinguishable from the effects of manipulating decision  
47 threshold (increased urgency), which improved choices but not experiences thereof.

48

49 **Introduction**

50 Humans are capable of making remarkably complex decisions, integrating over a multitude of  
51 factors and timescales<sup>1-3</sup>, and yet somehow even relatively banal decisions like what to order for  
52 lunch or how to word an email to a colleague can stop us in our tracks. When faced with  
53 difficult choices, we vacillate, experience persistent states of conflict and anxiety, and find ways  
54 to avoid choosing altogether, for instance by putting off choosing<sup>4-7</sup> or engaging in suboptimal  
55 heuristics<sup>8</sup>. For many people – such as those with anxiety disorders and obsessive-compulsive  
56 disorder – these experiences of indecision and conflict can be particularly debilitating<sup>9,10</sup>.  
57 Whereas past work has characterized the types of decisions that are most conflicting<sup>6,11,12</sup>, much  
58 less is known about how to make them less so. The primary reason for this gap is that  
59 researchers have yet to tackle the core element of choice that generates conflict in the first place:  
60 the inherent tension between selecting one option at the expense of excluding another. Here, we  
61 test whether this tension is more malleable than previously thought, and whether relieving it  
62 can improve both the outcome and the experience of decision-making.

63

64 The costs of decision-making have been extensively documented, even when selecting between  
65 ostensibly good options (“win-win choices”)<sup>11-15</sup>. People experience greater levels of conflict the  
66 more options they have and the more similar those options are to one another<sup>11,16,17</sup>. They also  
67 experience choices as more costly the higher the absolute value of those options, whether the  
68 options are all perceived to be very good or very bad<sup>18,19</sup>, irrespective of how similar the options  
69 or how much deliberation is required, and these costs are magnified when selecting between  
70 larger sets of high-value options<sup>13</sup>. Collectively, these and other findings suggest that the source  
71 of choice costs resides in a simple fact that permeates all of decision making: that when  
72 choosing one option we have to sacrifice all others, that is, that our choices are *mutually exclusive*  
73 of one another (e.g., we must ultimately settle on a subset of our options for lunch, sending an  
74 email, and so on). This mutual exclusivity creates a tension whereby a person feels a tug  
75 towards and against each of their options (what Miller<sup>12</sup> referred to as ‘double approach-  
76 avoidance’ because acquiring one outcome means losing out on another), and this tension  
77 intensifies the more valuable the potential gains (and conversely the potential losses).

78

79 A prominent approach to resolving this conflict has revolved around how a person sets their  
80 threshold for deciding, which defines the weight they place on speed (decision time) versus  
81 accuracy (choosing the best option in a set). For instance, rather than trying to select the best  
82 possible option, a person can choose the first option that meets a certain set of criteria  
83 (satisficing)<sup>20</sup>, an approach that has been shown under certain conditions to correlate with  
84 improved psychological wellbeing<sup>21,22</sup> (but see<sup>23,24</sup>). A related solution involves allowing one’s  
85 decision threshold to decrease (collapse) over the course of a decision, setting progressively  
86 lower standards for identifying an option as the “best” until ultimately one is effectively chosen  
87 at random<sup>25</sup>. Indeed, previous work has shown that decision-makers can become more  
88 productive (i.e., make more decisions per unit time) when tighter choice deadlines are enforced,  
89 forcing them to dynamically decrease their threshold to meet a given deadline<sup>26</sup>.

90

91 Threshold adjustments provide a sensible resolution to difficult decisions because they can be  
92 controlled explicitly by the decision-maker (and / or socially engineered by their environment  
93 through deadlines) and they can guarantee that a choice is ultimately made without substantial  
94 opportunity cost of time<sup>27,28</sup>. However, lower thresholds also necessarily come with the cost of a  
95 potential sacrifice to choice accuracy<sup>29</sup>. Moreover, in part because of these potential declines in  
96 accuracy and their potential for inducing feelings of urgency and post-choice regret, such  
97 threshold adjustments may have limited benefit (and potential added detriment) for the  
98 subjective experience of choosing<sup>30,31</sup>. Threshold adjustments thus offer a stopgap for limiting  
99 the costs of decision-making, but they fail to address the push-pull relationship between choices  
100 that is believed to give rise to these costs, in part because they are offered under the assumption  
101 that this competition reflects an immutable property of choice. What if this property is not in  
102 fact so immutable?

103

104 Here, across 4 studies, we test the possibility that a person's perception of the competition  
105 between their options can be altered in such a way that the person can weigh their options more  
106 independently, and that this can result not only in experiences of less choice conflict but also in  
107 all-around better choices. To do so, we have participants choose their favorite option out of a  
108 choice set, under conditions where the other options will no longer be available after (*exclusive*  
109 choice) and under conditions where they can go on to select other options from that set  
110 (*inclusive* choice). Despite this added flexibility, we show that participants still choose their  
111 favorite option first in the inclusive condition, and they do so *more efficiently* than in the  
112 exclusive condition. We show that these and other patterns of choice behavior from our  
113 experiment are selectively accounted for by a computational model in which choice inclusivity  
114 reduces the level of competition (mutual inhibition) between potential responses. We further  
115 show that manipulations of choice inclusivity generate distinct behavioral patterns from, and  
116 confer unique benefits relative to, changes in choice urgency resulting from tighter deadlines.

117 Most notably, unlike urgent choices, inclusive choices feel *less conflicting* than their alternative  
118 (i.e., non-urgent exclusive choice). Tying this work to recent studies identifying the conditions  
119 under which choice costs are greatest<sup>13,19,32</sup>, we show that this beneficial impact of inclusivity on  
120 the experience of choosing varies as a function of (a) the overall value of the choice set and (b)  
121 whether choosing which options to acquire versus which to remove. Collectively, our findings  
122 provide a comprehensive account of how and why decision-making can be improved by  
123 increasing the inclusivity of one's choices.

124

## 125 **Results**

126 To test the influence of choice exclusivity on decision making, we sought to relax the constraint  
127 that people can only choose one option from a given choice set, and to compare between choices  
128 with and without this constraint. To achieve this goal, we designed a value-based decision  
129 making task involving a series of choices between sets of four consumer products (Figure 1). On  
130 each trial, participants in Study 1 (N=82; see Methods and Materials) were asked to select their  
131 favorite of these four options. For half of these trials (*exclusive* choices), this was the only choice  
132 participants made from the set; for the other half of trials (*inclusive* choices), participants were  
133 allowed to subsequently choose as many additional options from the set as they preferred.  
134 Exclusive and inclusive choices were interleaved throughout the session and were explicitly  
135 cued by a colored fixation cross prior to and throughout the trial. Critically, irrespective of the  
136 choice type, participants were always told to select the best item first. Choice sets were  
137 constructed to vary in the overall (mean) value (OV) and relative value (quantified as the  
138 difference between the value of the highest-rated product and the mean value of the remaining  
139 products; RV) of the options, based on item-wise ratings given by participants earlier in the  
140 session (see Methods). After making all of the choices, participants viewed each choice set again  
141 and retrospectively rated the level of choice conflict they had experienced while engaging in  
142 that choice<sup>13,19</sup>.

143

144 **Inclusive choices are more efficient**

145 Consistent with previous studies, we found that exclusive choices were faster and more  
146 accurate the greater the difference between the best option and the average value of the remaining  
147 options (i.e., with higher *relative value*; reaction time RT:  $\beta_{RV}=-0.19$ , 95% CI=[-0.23, -0.15],  $p<0.001$ ,  
148 Figure 2C; Accuracy:  $\log\text{-odd}_{RV}=0.68$ , 95% CI=[0.59, 0.78],  $p<0.001$ , Figure 2D). Comparing these  
149 choices to the first choice in the inclusive condition, we found that inclusive choices were  
150 significantly faster ( $M_{excl}=2.87$ s;  $M_{incl}=2.57$ s;  $\beta_{incl}=-0.30$ , 95% CI=[-0.38,-0.22],  $p<0.001$ ; Figure 2A).  
151 While this might at first suggest that participants were simply making this initial choice at  
152 random when it was inclusive – with the understanding that they could subsequently choose as  
153 many additional items as they wanted from the set – this was not in fact the case. We found that  
154 the likelihood of choosing the best item first (choice “accuracy”) decreased more modestly  
155 between exclusive and inclusive choices ( $M_{excl}=0.49$ ;  $M_{incl}=0.47$ ;  $\log\text{-odd}_{incl}=-0.10$ , 95% CI=[-0.19,-  
156 0.01],  $p=0.029$ ; Chance level of accuracy: 0.25; Figure 2A), while we found no evidence  
157 suggesting that inclusivity influences the sensitivity to relative value (relative value by  
158 inclusivity:  $\log\text{-odd}_{RV\times incl}=-0.06$ , 95% CI=[-0.17, 0.04],  $p=0.246$ , Figure 2D). These findings  
159 suggest that, despite being faster, participants were discriminating between the values of their  
160 options similarly well when making inclusive relative to exclusive choices.

161

162 Collectively, these patterns suggest that participants were overall more efficient in making  
163 inclusive relative to exclusive choices: choosing quickly but effectively. To quantify this change  
164 in efficiency, we calculated the reward rate accrued (hypothetically) for each condition by  
165 dividing the value of the chosen item by the time taken to make a given response, confining to  
166 the initial choice on each trial. We found that participants achieved a significantly higher  
167 reward rate for these initial choices when choices were inclusive ( $M_{excl}=3.12$ ,  $M_{incl}=3.48$ ;  $\beta_{incl}=0.36$ ,  
168 95% CI=[0.24,0.48],  $p<0.001$ ; Figure 2B). In other words, each unit time spent choosing was more  
169 productive when choice exclusivity was relaxed.

170

171 A final key difference emerged between choice behavior in these conditions, which provided  
172 important clues as to underlying computational mechanisms. As in previous work, when  
173 participants were making exclusive choices their response times were negatively correlated  
174 with the overall (average) value of the choice set (i.e., they were faster when their options were  
175 overall more valuable:  $\beta_{OV}=-0.29$ , 95% CI: [-0.34, -0.24],  $p<0.001$ ; Figure 2E). When participants  
176 were making inclusive choices, by contrast, this negative slope became much steeper,  
177 exacerbating the speeding effect of overall value on choice RTs ( $\beta_{OV\times incl}=-0.14$ , 95% CI: [-0.20, -  
178 0.08],  $p<0.001$ ; Figure 2E). These RT effects were not mirrored in accuracy – no evidence is  
179 found supporting that overall value influence choice accuracy overall (exclusive choices: log-  
180 odd<sub>OV</sub>=0.05; 95% CI: [-0.03, 0.13];  $p=0.243$ ; Figure 2F), or did it interact with choice inclusivity  
181 (log-odd<sub>OV\times incl</sub>=-0.08; 95% CI: [-0.19, 0.03];  $p=0.148$ ; Figure 2F). The behavioral patterns in Study  
182 1 are replicated in a follow-up study with temporally separated initial and subsequent choices  
183 in the inclusive condition (see Supplementary Figure 1 and Supplementary Table 1, 2) and a  
184 subset in this study with incentive-compatible settings (see Supplementary Figure 2 and  
185 Supplementary Table 3, 4).

186

### 187 **Inclusivity benefits uniquely explained by mutual inhibition**

188 We predicted that these inclusivity-related changes in choice behavior would be accounted for  
189 by differences in competition between options, which was instantiated in our model as the level  
190 of mutual inhibition between potential responses. However, a plausible alternative to this –  
191 which has been the focus of past work on choice simplification<sup>26</sup> – is that participants were  
192 instead lowering their response threshold when faced with inclusive choices relative to  
193 exclusive choices. Such strategic threshold-lowering has been demonstrated empirically in other  
194 research<sup>33</sup>, and can take either of two forms: an overall decrease in one's threshold for  
195 responding, and/or a sharper decrease (collapse) in an initial threshold over the course of a  
196 choice (Figure 3B). To adjudicate between these different mechanistic accounts, we compared

197 our empirical findings to patterns of choice behavior predicted by simulations of a Leaky  
198 Competing Accumulator model (LCA)<sup>34,35</sup> when varying (a) mutual inhibition, (b) the height of  
199 an initial response threshold, and (c) the rate at which that threshold collapses (see Methods  
200 and Materials).

201

202 Our simulations revealed that qualitatively different patterns of choice behavior should emerge  
203 when varying mutual inhibition versus response threshold (Figure 3C). First, whereas both  
204 forms of adjustment should enhance speeding effects of overall value, reductions in threshold  
205 and increase in collapse rate should produce correlated enhancements in value-difference  
206 related speeding but reductions in mutual inhibition should not strongly affect the relationship  
207 between relative value and RT. Second, reductions in threshold and increase in collapse rate  
208 should strongly reduce value-difference related change in accuracy, but reductions in mutual  
209 inhibition should not produce such a strong effect. In each of these cases, our empirical data  
210 was consistent only with mutual-inhibition-related predictions and not the threshold-related  
211 predictions (Figure 3D; also see Supplementary Figure 3 and Supplementary Table 5).

212

213 **Inclusive choices feel less conflicting**

214 Our findings show that people make choices more efficiently when framed in an inclusive  
215 rather than exclusive choice setting. To test whether differences in choice inclusivity can further  
216 alter a person's *experience* of choosing, at the end of the experiment we had participants  
217 retrospectively rate the level of choice conflict they experienced while making each of the  
218 choices<sup>19</sup>. We found that participants experienced less choice conflict when making inclusive  
219 choices than when making exclusive ones ( $M_{excl} = 2.61$ ;  $M_{incl} = 2.15$ ;  $\beta_{incl} = -0.46$ , 95% CI = [-0.62, -  
220 0.29],  $p < 0.001$ ; Figure 4A).

221

222 Notably, this reduction in choice conflict for inclusive choices was not uniform across choices,  
223 but rather varied with the overall value of one's options. Consistent with previous studies<sup>13,19,36</sup>,

224 we found that choice conflict exhibited a U-shaped relationship with overall value when  
225 controlling for relative value (also see Supplementary Figure 4 and Supplementary Table 12):  
226 greatest when choosing among options that are especially high in value (inducing high levels of  
227 conflict over which was *most preferred*) or especially low in value (inducing high levels of  
228 conflict over which option was *least unpreferred*) (exclusive choices:  $\beta_{OV\_linear}=24.11$ , 95%  
229 CI=[12.95, 35.27],  $p<0.001$ ;  $\beta_{OV\_quad}=15.07$ , 95% CI=[9.54, 20.61],  $p<0.001$ ; Figure 4B). We found  
230 that the shape of this curve changed when participants were making inclusive choices.  
231 Specifically, the decreases in choice conflict we report above (when collapsing across all trials)  
232 were greatest when participants were choosing among higher value options and smallest when  
233 participants were choosing among lower value options ( $\beta_{incl\times OV\_linear}=-18.76$ , 95% CI=[-27.07,-  
234 10.45],  $p<0.001$ ; Figure 4C). Thus, the benefit of inclusivity on experiences of choice conflict  
235 increases with overall value. By contrast, no evidence for such interaction was found between  
236 choice inclusivity and the influence of *relative* value on choice conflict ( $\beta_{incl\times RV}=-0.00$ , 95% CI=[-  
237 0.05,0.05],  $p=0.894$ ; Figure 4D).

238

239 While participants were asked to rate conflict based on their initial option sets, since  
240 conflict ratings in this study were collected after participants had made all of their choices, it is  
241 hard to rule out the possibility that these ratings were primarily influenced by any additional  
242 choices that were made on inclusive choice trials. Follow-up analyses show that the findings  
243 above hold excluding the subset of inclusive choices where participants selected more than one  
244 option (Supplementary Table 15), suggesting that the additional option selection did not drive  
245 Study 1's findings. However, to rule out this interpretation conclusively, we ran a preregistered  
246 follow-up study (Study S2; see Supplementary Figure 5 and Supplementary Table 13-14), in  
247 which conflict ratings were presented immediately after each initial choice. This study  
248 replicated patterns of behavior and conflict ratings from Study 1 (Figure S4 in Supplementary  
249 Materials).

250 **Inclusivity benefits extend to the removal of bad options**

251 In Study 1, we found that when people knew they would be able to select additional options  
252 from a set (inclusive choices), they felt less conflicted and chose more efficiently. Interestingly,  
253 choice inclusivity led to reduced choice conflict for most choices, but not when choosing  
254 between the least valuable options. This pattern is consistent with previous work suggesting  
255 that conflict for low-value choices stems from not wanting any of the options<sup>19</sup> as participants  
256 were required to choose at least one of these options for both conditions. By contrast, high-value  
257 choice conflict – which stems from desire to select more than one option, could be alleviated by  
258 enabling participants to choose as many options as they want.

259

260 To test this account, and to rule out other contributions to these behavioral findings related to  
261 the salience of the rewards themselves<sup>32,37-39</sup>, Study 2 (N=98; see Methods and Materials)  
262 inverted the choice framing in Study 1. Rather than choosing which option(s) they wanted to  
263 *select*, we instead had participants assume a set of options had already been selected for them  
264 and asked them to choose which option(s) they wanted to *de-select* (i.e., remove) from that set  
265 (Figure 5A). Analogous to Study 1, they were always asked to first choose the item they most  
266 wanted to remove, and in inclusive choices were subsequently allowed to remove as many of  
267 the other options as they wanted. We predicted that choice inclusivity would impact behavior  
268 the same way as in Study 1, but that it would result in greatest reduction in choice conflict for  
269 the choice set with least valuable options rather than the most valuable ones.

270

271 Consistent with past research, when the choice goal is to remove the least preferred option, the  
272 effect of overall value on speed is reversed - participants are faster when the overall value is  
273 lower (RT in exclusive:  $\beta_{ov}=0.39$ , 95% CI=[0.35,0.44],  $p<0.001$ ). Both of these predictions were  
274 confirmed. First, just as participants choosing which option they most wanted from a set (Study  
275 1), participants choosing which item they most wanted to remove from a set were faster  
276 ( $M_{excl}=3.11$ ,  $M_{incl}=2.97$ ;  $\beta_{incl}=-0.13$ , 95% CI=[-0.19,-0.07],  $p<0.001$ ; Figure 5B) and exhibited a

277 stronger effect of overall value on choice speed ( $\beta_{incl \times OV} = 0.07$ , 95% CI=[0.02,0.12], p=0.003;  
278 Figure 5H) under an inclusive framing. These and other patterns of choice behavior (e.g., no  
279 interactions between exclusivity and relative value effects) were again uniquely accounted for  
280 by an accumulator model with varying levels of mutual inhibition (Figure 5E).

281  
282 Second, as in Study 1, we found that participants experienced less conflict overall when  
283 engaged in inclusive relative to exclusive choices ( $M_{excl} = 2.25$ ,  $M_{incl} = 2.17$ ;  $\beta_{incl} = -0.08$ , 95% CI=[-  
284 0.15,-0.01], p=0.030; Figure 5D), and once again found that this effect varied based on the overall  
285 value of the choice set. More importantly, as predicted, this relationship was opposite to the one  
286 we found in Study 1 (i.e., negative rather than positive;  $\beta_{incl \times OV\_linear} = 7.23$ , 95% CI=[1.23, 13.24],  
287 p=0.018; Figure 5J-K). When participants were deciding between *high-value* options, choice  
288 inclusivity diminished their experience of choice conflict when choosing which one to *select*  
289 (Study 1) but not when choosing which one to *remove* (Study 2). Conversely, when deciding  
290 between *low-value* options, relaxing choice exclusivity diminished their experience of choice  
291 conflict when choosing which one to *remove* (Study 2) but not when choosing which one to *select*  
292 (Study 1).

293  
294 **Inclusivity benefits persist in the absence of time pressure**  
295 Studies 1-2 validate our core predictions regarding the effect of choice inclusivity on behavior  
296 and subjective experience, under conditions where participants select options to obtain (Study  
297 1) and de-select options that they would like to remove (Study 2). One potential concern,  
298 though, is that participants in both studies were given a limited time window to respond (9 s)  
299 which, while reasonably long for a single choice, may have introduced additional time pressure  
300 when participants were able to select up to four options (inclusive choices). Previous work  
301 suggests that such time pressure can result in a dynamically decreasing response threshold <sup>40</sup>  
302 which could have contributed to the differential patterns of behavior and conflict we observed

303 across the two conditions. To rule this out, Studies 3A and 3B (Ns = 59 and 61; see Methods and  
304 Materials) replicated the procedures in Studies 1 and 2, respectively, but omitted the choice  
305 deadline. These studies also included more up-to-date products, but were otherwise identical to  
306 the studies above. Our results confirm our previous behavior findings in Study 1 and 2 (Figure 6A;  
307 see Supplementary Figure 6-7 and Supplementary Table 16-17). We also observed that the influence  
308 of inclusivity on choice conflict depends on both the choice action (selection vs. removal) and the  
309 overall value of choice set (Figure 6B; see Supplementary Figure 8-9 and Supplementary Table 19) in  
310 the same direction as we see in Study 1 and 2.

311

### 312 **Inclusivity confers unique benefits relative to urgency**

313 Previous work suggests that decisions can be optimized by tightening one's decision deadline,  
314 constraining their natural inclination towards setting their decision thresholds too high (relative  
315 to what would be reward rate-optimal)<sup>26,33</sup>. As we show in Studies 1-3, our manipulation of  
316 choice exclusivity optimizes decision-making by altering a different decision parameter (mutual  
317 inhibition), thus generating qualitatively different patterns of choice behavior than what would  
318 be expected from threshold adjustments (Figure 3), and which persist in the absence of time  
319 pressure (Figure 6). While these findings establish that inclusivity serves as an alternate path to  
320 optimizing choice relative to changes in choice threshold/urgency, it is unclear whether these  
321 paths reach similar or different endpoints (i.e., qualitatively similar improvements in decision-  
322 making). To test the extent to which these two forms of choice optimization yield comparable  
323 effects, we had a separate group of participants (Study 4, N=86; see Methods and Materials)  
324 perform the same experiment as in Study 1 but rather than varying choice exclusivity we  
325 instead had them always make exclusive choices and instead varied whether this was done  
326 under *high urgency* (3s choice deadline) or *low urgency* (no time limit, comparable to exclusive  
327 choices in Study 1).

328

329 Consistent with our model simulations (Figure 3C), urgency (which we predicted would lead to  
330 reductions in decision threshold) produced qualitatively distinct changes in choice behavior  
331 than inclusivity (which we predicted would lead to reductions in mutual inhibition). When  
332 having to respond under higher choice urgency, participants were both faster ( $M_{low\ urgency}=2.66$ ,  
333  $M_{high\ urgency}=1.73$ ;  $\beta_{urgency}=-0.93$ , 95% CI=[-1.10,-0.75],  $p<0.001$ ) and less accurate ( $M_{low\ urgency}=0.46$ ,  
334  $M_{high\ urgency}=0.43$ ;  $\log\text{-}odd_{urgency}=-0.14$ , 95% CI=[-0.23,-0.05],  $p=0.003$ ). Consistent with previous  
335 demonstrations of urgency's utility for choice optimization <sup>26</sup>, these changes collectively led to  
336 an overall higher reward rate on high urgency trials ( $M_{high\ urgency}=4.44$ ) relative to low urgency  
337 ones ( $M_{low\ urgency}=3.55$ ) ( $\beta_{urgency}=0.88$ , 95% CI=[0.75,1.02],  $p<0.001$ ). These changes in overall choice  
338 performance are directionally similar to those observed when varying choice inclusivity, but  
339 our simulations predict a key dissociation when examining the influence of choice value on  
340 behavior (Figure 3C): whereas changes in mutual inhibition should selectively enhance the  
341 speeding effect of overall value on RT, changes in threshold should *diminish* this speeding effect  
342 similarly for both overall *and* relative value. Both of these predictions were confirmed: choice  
343 urgency reduced the speeding effects of overall value and relative value with similar magnitude  
344 ( $\beta_{urgency}\times OV=0.23$ , 95% CI = [0.16, 0.30],  $p<0.001$ ;  $\beta_{urgency}\times RV=0.23$ , 95% CI = [0.16, 0.30],  $p<0.001$ ;  
345 Figure 7A-B; see also Supplementary Figure 10). These findings establish that inclusivity versus  
346 urgency exert dissociable influences on mutual inhibition versus decision threshold, and  
347 demonstrate the utility of each as a potential choice optimization tool.

348  
349 Though inclusivity and urgency can both improve choice behavior, further analyses show that  
350 these two methods of choice optimization differ in their ability to improve the subjective  
351 experience of choosing. We found no evidence suggesting that choices with tighter deadlines,  
352 despite generating faster choices, leads to change in experiences of choice conflict ( $M_{low\ urgency}=2.56$ ,  
353  $M_{high\ urgency}=2.58$ ;  $\beta_{urgency}=0.02$ , 95% CI=[-0.03,0.07],  $p=0.42$ ). Instead, urgency seems to  
354 undercut one of the features of choice sets that typically promotes lower choice conflict: relative  
355 value. Across both exclusive and inclusive choices in Study 1 and our low-urgency exclusive

356 choices in Study 4, we found that people experience less conflict the higher the relative value of  
357 their choice set (i.e., the easier their choice), consistent with past findings<sup>13,19</sup>. This reduction in  
358 choice conflict with relative value was reduced in our high-urgency choices ( $\beta_{RV, low\ urgency}=-0.11$ ,  
359 95% CI=[-0.16,-0.06], p<0.001;  $\beta_{RV, high\ urgency}=-0.06$ , 95% CI=[-0.10,0.01], p=0.016;  $\beta_{urgency\times RV}=0.05$ ,  
360 95% CI = [0.01, 0.09], p=0.021; Figure 7D; see also Supplementary Figure 11), while no evidence  
361 supports that the increase in choice conflict with higher levels of overall value (which was  
362 selectively reduced by inclusivity in Study 1) varies with choice urgency ( $\beta_{urgency\times OV\_linear}=-0.38$ ,  
363 95% CI = [-4.66, 3.90], p=0.863;  $\beta_{urgency\times OV\_quad}=1.80$ , 95% CI = [-2.19, 5.79], p=0.377; Figure 7C).

364

### 365 **Choosing how many options to choose**

366 While we have so far focused on comparing inclusive choices to isomorphic choices under an  
367 exclusive framing (i.e., by examining only the first choice made in the inclusive condition), these  
368 choices afford us a unique opportunity to understand how people evaluate options under  
369 conditions where choice is voluntary. In particular, we could examine how people choose how  
370 many items to (de-)select, and how this was related to experiences of choice conflict towards the  
371 initial set of options. We found that these voluntary choices were heavily determined by the  
372 overall value of the choice set, such that participants selected more options ( $\beta_{OV\_linear}=49.11$ , 95%  
373 CI=[44.24,53.97], p<0.001;  $\beta_{OV\_quad}=6.17$ , 95% CI=[3.09, 9.26], p<0.001) and removed fewer options  
374 ( $\beta_{OV\_linear}=-47.59$ , 95% CI=[-52.31,-42.86], p<0.001;  $\beta_{OV\_quad}=10.72$ , 95% CI=[8.43,13.01], p<0.001) the  
375 more valuable those options (Figure 8A). These findings are remarkable given that these choices  
376 were entirely optional (i.e., participants could have chosen to move on to the next trial at any  
377 point) and none of these products were inherently aversive (i.e., participants could have always  
378 chosen all of the options on each trial). These findings are also independent of the influence of  
379 relative value, which was negatively correlated with additional option selection ( $\beta_{RV}=-0.06$ , 95%  
380 CI=[-0.08,-0.03], p<0.001) and removal ( $\beta_{RV}=-0.02$ , 95% CI=[-0.04,-0.00], p=0.014; Figure 8B).  
381 These analyses also control for the speed and accuracy of the initial choice one makes from that

382 set. We found that the indifference point of whether each particular item was chosen or  
383 removed aligned with the average value of all the items that the individual had ass–ssed - items  
384 that exceeded this average were chosen (Studies 1 and 3A) and retained (Studies 2 and 3B),  
385 while items that fell below this average were not kept (Figure 8C).

386  
387 We then examined whether there was a relationship between how conflicted participants  
388 reported feeling when faced with the initial set of four options and how many options they  
389 ended up choosing on that trial (again, focusing only on inclusive choices). We found that  
390 experiencing the initial choice as more conflicting led participants to select more options in  
391 Studies 1 and 3A ( $\beta_{conflict}=0.023$ , 95% CI=[0.001,0.045],  $p=0.042$ ; Figure 8D) and to remove fewer  
392 options (e.g., to keep more options) in Studies 2 and 3B ( $\beta_{conflict}=0.051$ , 95% CI=[0.033,0.069],  
393  $p<0.001$ ; Figure 8D). Collapsing across these studies, we saw that higher levels of choice conflict  
394 were associated with sequences of decisions that ended with participants keeping a larger  
395 number of options (either through acquisition or retention;  $\beta_{conflict}=0.038$ , 95% C I: [0.024,0.051],  
396  $p<0.001$ ). To examine whether keeping these additional options on high-conflict trials reflected  
397 more or less optimal decision-making, we counted the number of options that were kept on a  
398 given trial despite having a value lower than the within-subject mean value of all possible  
399 options in the study. Controlling for overall value and relative value, we found that higher  
400 levels of experienced choice conflict at the start of a given choice set predicted keeping a higher  
401 proportion of these sub-par options (selection:  $\beta_{conflict}=0.007$ , 95% CI=[0.002, 0.013],  $p=0.007$ ;  
402 removal:  $\beta_{conflict}=0.010$ , 95% CI=[0.004,0.016],  $p=0.001$ ; combining selection and removal:  
403  $\beta_{conflict}=0.009$ , 95% CI=[0.005, 0.013],  $p<0.001$ ; Figure 8E).

404

## 405 **Discussion**

406 Decision making is at the core of some of the most demanding tasks we face every day, and can  
407 create significant bottlenecks to completing those tasks. Humans are vexed by choices large and  
408 small because they nearly all produce the same tension: choosing some options means giving

409 up on others. Here, we investigated whether choice behavior and experience were improved by  
410 relaxing this tension through greater choice inclusivity. We found that participants were more  
411 efficient and less conflicted choosers when making inclusive choices, independent of the choice  
412 goal (selection or removal) and in both the presence and absence of time pressure. We showed  
413 that the patterns of choice behavior we observed when participants were making inclusive  
414 relative to exclusive choices – including a selective enhancement of the influence of overall  
415 value on RT without altering the influence of other value estimates on behavior – was uniquely  
416 accounted for by a model in which choice inclusivity resulted in a relaxation of mutual  
417 inhibition between the competing options. These patterns of behavior and choice conflict were  
418 distinct from those resulting from a change in response deadline, suggesting a unique benefit  
419 from choice inclusivity compared to urgency-based strategy of choice optimization.

420

421 While our studies provide evidence of a task context selectively altering levels of mutual  
422 inhibition while holding all the other parameters of decision process constant, this raises the  
423 question of whether these alterations are implemented via top-down control or construction of  
424 evidence for and against each option. For example, whereas our modeling assumed a form of  
425 lateral inhibition between candidate responses, other models have proposed that this inhibition  
426 occurs through a feedforward route<sup>41</sup>. This form of feedforward inhibition, whereby positive  
427 evidence for one option results in negative evidence for others, could be seen as reflecting the  
428 role of opportunity costs (i.e., the value of options foregone)<sup>42</sup> in the decision process. From this  
429 perspective, it is possible to imagine that inclusive choices engender less of a feeling of  
430 anticipated loss from not selecting a particular option, because this option will remain available  
431 subsequently.

432

433 Making choices more inclusive led to an overall reduction in experiences of choice conflict, but  
434 this inclusivity benefit varied in important ways with overall value. When participants were  
435 selecting which options to obtain (Study 1), inclusivity most benefited the upper arm of the U-

436 shaped curve (high-value choices), presumably because this relieved the tension of not being  
437 able to choose more than one of these; conversely, low-value choices engendered a similar level  
438 of conflict irrespective of their inclusivity because participants were still constrained by having  
439 to choose one of these. Confirming this interpretation, when we instead endowed participants  
440 with these options and asked them which ones to remove (Study 2), the interaction between  
441 inclusivity and overall value reversed: now, inclusivity selectively benefited choices between  
442 low-value options (in which cases participants could opt to remove all of their options) more  
443 than choices between high-value options (in which cases participants were now faced with the  
444 dilemma of having to drop at least one of these). These findings have important implications for  
445 understanding the mechanistic basis for experiences of choice conflict.

446

447 Decision-making dysfunctions are common across a wide range of psychiatric disorders<sup>43</sup>, such  
448 as generalized anxiety disorder<sup>44</sup> and obsessive-compulsive disorders<sup>10</sup>. For such individuals,  
449 decision-making can be particularly aversive (e.g., anxiety-provoking) and even lead to extreme  
450 indecision and choice paralysis, resulting in decisions being prolonged, deferred, or avoided  
451 altogether. Our findings point to potential mechanisms contributing to these affective and  
452 behavioral sequelae, suggesting that they may stem in part from aberrant levels of competition  
453 resulting from excessive levels of mutual inhibition between candidate responses. This in turn  
454 suggests directions for follow-up research aimed at better understanding etiology, classification,  
455 and treatment for these disorders.

456

457 Our findings suggest that real-world choices can be improved by offering inclusivity rather  
458 than exclusivity between options. With that said, many real-world choices are by definition  
459 exclusive (e.g., requiring payment for each additional option). This places significant limits on  
460 the potential for generalizing our findings to applications in the marketplace and elsewhere.  
461 Nevertheless, it is interesting to speculate whether similar benefits could accrue in these cases if  
462 one considers inclusivity over a longer time horizon (e.g., that they will have the opportunity to

463 purchase other options in the future rather than in the moment). Future research would benefit  
464 from examining the limits of inclusivity in its various forms (e.g., convenient returns, tasting  
465 menus) on choice, and informing policy accordingly. Future work should also explore the  
466 feasibility of inducing inclusivity as an internal mindset rather than external choice conditions.  
467 For example, decision-makers can be encouraged to evaluate options in isolation rather than in  
468 comparison to one another.

469

470 Our computational and empirical findings point to a deeper puzzle: if mutual inhibition is  
471 maladaptive for optimizing decisions and experiences thereof, what benefit does it afford?  
472 Before examining this further, it is important to note that mutual inhibition's role in choice does  
473 not appear to be universal in the animal world. For instance, starlings make value-based  
474 decisions in a manner that resembles a race process (i.e., with limited or no mutual inhibition)<sup>45</sup>,  
475 suggesting that mutual inhibition reflects an evolutionary adaptation within the circuits that  
476 support decision-making. While identifying this adaptive role is well outside of the scope of  
477 what our studies can speak to, we can offer two speculations. First, while mutual inhibition may  
478 not be locally adaptive for selecting between responses to value-based decisions as in our  
479 experiment, other work has shown that such inhibition may benefit other cognitive processes  
480 including monitoring (e.g., detecting levels of conflict to guide control allocation)<sup>46</sup> and / or  
481 separating neuronal representations held in working memory that guide behavior<sup>47,48</sup>, both  
482 plausibly processes that are expanded in humans relative to other species. Second, while choice  
483 values were not dependent on one another within our choice sets, it is possible that such  
484 (inverse) dependencies arise often enough in real-world choice settings that individuals develop  
485 priors that approximate mutual inhibition (e.g., assumptions that certain feature values are  
486 consistently anti-correlated). This latter possibility can be explored further by examining  
487 ecological data and the trajectory of learning through choice environments with varying  
488 statistical structure.

489

490 In addition to elucidating mechanisms of choice competition in typical one-shot choices, our  
491 findings also provide valuable insights into how humans and other animals make decisions in  
492 sequential environments, namely under conditions where they can choose when to stop  
493 choosing<sup>49</sup>. We found that these choices were primarily guided by the value of those individual  
494 items relative to the global average value of items that person had evaluated, consistent with  
495 normative and empirical research on foraging decisions<sup>50</sup>. Interestingly, we found preliminary  
496 evidence that the number of options a participant chose was associated with the level of choice  
497 conflict they experienced while making the initial choice. In this way, the current work lays the  
498 groundwork not only for understanding forms of decision paralysis that occur when having to  
499 make a single choice, but also pathological behaviors like over-consumption and hoarding that  
500 might occur in contexts where multiple choices are allowed, indeed including the buffet.

501

## 502 **Methods and Materials**

### 503 **Ethical compliance statement**

504 Across all six studies, participants (N=565) received monetary compensation (\$10), and  
505 provided informed consent in a manner approved by Brown University's Institutional Review  
506 Board under protocol 1606001529. No statistical methods were used to pre-determine sample  
507 sizes but our sample sizes are larger than those reported in previous publications<sup>32</sup>.

508

### 509 **Study 1**

510 **Participants.** 17 participants (4 females, 13 males; age = 21±1 ys) participated in Study 1A (in-  
511 lab), and 74 (35 females, 39 males; age = 36±10 ys) participants were recruited for Study 1B, an  
512 online replication study on Prolific. Participants were excluded from our analysis based on the  
513 following criteria: (1) to ensure that participants' product ratings prior to the choice task cover  
514 the full range of the liking scale, we excluded participants whose standard deviation of their  
515 product ratings was too low ( $SD_{value} < 1$ ) or too high ( $SD_{value} > 5$ ); (2) to ensure compliance with the  
516 task instructions, we calculated participants' choice consistency within the easy trials (defined

517 as trials with relative value greater than the within-participant median), and excluded  
518 participants whose mean accuracy in easy trials was less than 25%; (3) we also excluded  
519 participants with too low variance in their conflict ratings ( $SD_{conflict} < 0.5$ ). This resulted in a  
520 sample of 65 participants for Study 1B (30 females, 35 males; age =  $37 \pm 11$  ys) and no exclusions  
521 for Study 1A. The qualitative patterns reported in this paper hold when we include all 74 Study  
522 1B participants.

523

524 **Procedure.** Our experiment consisted of three phases (Figure 1). In Phase 1, participants viewed  
525 a series of products (in-person: 359, online: 200) and were instructed to rate how much they  
526 would like to have each one, by clicking on an analog liking scale from 0 (not at all) to 10 (a lot).  
527 In Phase 2, participants made choices (in-person: 160, online: 120) among sets of four products.  
528 For each set, we sample from a uniform distribution of overall value ([0,10]), and then sample  
529 from the distribution of possible best value given the sampled overall value ([OV,  
530  $\min(10, 4*OV)$ ]). Then we can calculate the mean of the remaining options, and then generate the  
531 second-best option from all possible alternatives. We repeat this until all options are generated  
532 for that trial. This process is performed separately for inclusive and exclusive conditions, with  
533 distributions of overall value and relative value matched between these two conditions. In  
534 addition, we followed two constraints: 1) for each product, it will be displayed at most 3 times;  
535 2) for each product, it will not be displayed for two consecutive trials; and 3) across all trials,  
536 there will not be two sets of alternatives with the same products. On *exclusive* choice trials,  
537 participants were allowed to choose one product from the choice set. Once they clicked on this  
538 product, a box appeared around it and they proceeded to the next trial. On *inclusive* choice  
539 trials, participants were able to continue selecting as many options as they preferred after they  
540 chose the first one. The two choice conditions were intermixed, occurred with equal likelihood,  
541 and were cued by the color of the fixation cross in the middle of the screen (blue for exclusive  
542 choices and green for inclusive choices). In both conditions, participants were given up to 9s to  
543 complete each trial and, importantly, were instructed to always start by selecting their favorite

544 option out of the set. In Phase 3, participants viewed each choice set again and rated the level of  
545 conflict they felt when facing each set on a 5-point scale. The in-lab experiment was  
546 programmed with Psychtoolbox-3.0.15 in Matlab (R2019b). The online experiment (and all the  
547 other studies) was programmed with Psychopy (2021.2.0).

548

549 **Analysis of choice behavior.** For the choice phase, we used linear mixed effect regressions (R  
550 package lme4)<sup>51</sup> to analyze reaction time (RT) and generalized linear mixed effect regression with  
551 logistic transformation for choice accuracy (whether the highest-rated option was selected) for the  
552 first choice in each condition. All regressions include choice inclusivity (coded with successive  
553 differences contrast so that intercept is the average across two conditions and the contrast is the  
554 difference between two conditions)<sup>52</sup>, the overall (mean) value of the choice set, the relative  
555 value (quantified as the difference between the value of the highest-rated product and the mean  
556 value of the remaining products), the interactions between choice inclusivity and  
557 overall/relative value, and trial order, with random (subject-specific) intercept and slopes for  
558 each variable<sup>53</sup>. All p values of estimated model coefficients (including ones in following  
559 studies) were from two-tailed tests. Statistical analysis was performed in R (4.2.1). All  
560 analysis scripts are available on Github repository through the link in the manuscript.

561

562 **LCA simulation.** We modified the Leaky Competing Accumulator model (LCA; Figure 3A)<sup>34,35</sup>  
563 to simulate choice behavior. In this LCA model, option-specific leaky accumulators accumulate  
564 evidence until one of the accumulators reaches a decision boundary (starting at  $a$  and collapsing  
565 at the rate of  $\theta$ ) and induces a response. The first boundary-crossing time and the  
566 corresponding option are recorded as the response time and the choice. At each time step, the  
567 accumulation process advances as

$$568 \quad dy_i = (-ky_i - km \sum_{j \neq i} y_j + gV_i)dt + cdW$$

569 where  $V_i$  is the input from option  $i$  in the choice set,  $g$  is the gain of input,  $k$  denotes the decay  
570 of the leaky accumulator,  $m$  represents the ratio between mutual inhibition from other  
571 accumulators and decay, and  $cdW$  is the Gaussian random noise with mean 0 and variance  $c$ .

572

573 We first fixed  $g$ ,  $c$  and manipulated parameters  $k$ ,  $m$ ,  $a$ ,  $\theta$ . We simulated the choice behavior  
574 (reaction time and accuracy of the first choice; 100 iterations per combination of parameters) for  
575 different combinations of option values across a range of these four parameters. We then  
576 performed the same linear and generalized linear regressions on these simulated data as for the  
577 empirical data (e.g., regressing simulated RT and accuracy on overall value and relative value)  
578 to compare those findings **qualitatively** with those observed across our experimental  
579 conditions. We then performed the same process with varying  $g$  to confirm that the observed  
580 qualitative pattern is consistent across different levels of input gain.

581

582 To confirm that manipulation of  $m$  can generate observed behavioral patterns in the empirical  
583 data, we performed a grid search across different combinations of  $k$ ,  $g$ ,  $a$ ,  $\theta$  with high and low  
584 levels of  $m$  (representing exclusive and inclusive conditions), and identified the best parameter  
585 set that maximizes the similarity between simulated and empirical regression estimates. We  
586 then compare the simulated regression estimates with empirical ones to confirm that  
587 manipulating  $m$  can generate the observed pattern (Figure 3D). To compare the manipulation of  
588  $m$  with the tuning of decision boundary parameters ( $a$  and  $\theta$ ), we performed additional grid  
589 search across different combinations of  $k$ ,  $g$ ,  $m$  with varying  $a$  and  $\theta$  (for exclusive and inclusive  
590 conditions), and compared the best predictions with the outcome from manipulations of  $m$   
591 (Figure S3 in Supplementary Materiels). All numerical simulation was performed in Matlab  
592 (R2021a). Simulation code is available on Github repository through the link in the manuscript.

593

594 **Analysis of choice conflict.** For the conflict rating phase, we used linear mixed-effect  
595 regressions to analyze the rating of choice conflict. All regressions include choice inclusivity, the

596 linear and quadratic terms (using orthogonal polynomials) of the overall (mean) value of the  
597 choice set, the relative value (quantified as the difference between the value of the highest-rated  
598 product and the mean value of the remaining products), the interactions between choice  
599 inclusivity and overall/relative values, and trial order, with random (subject-specific) intercept  
600 and slopes for each variable. We also tested additional models with control of reaction time and  
601 choice accuracy (see Supplementary Materials).

602

## 603 **Study 2**

604 **Participants.** 118 participants (59 females, 59 males; age = 36±11 ys) participated were recruited  
605 for this study on Prolific. Participants were excluded from our analysis based on the same  
606 criteria for Study 1. This resulted in a sample of 98 participants for Study 2 (50 females, 48  
607 males; age = 35±11 ys). The qualitative patterns reported in this paper hold when we include all  
608 118 participants.

609

610 **Procedure.** The procedure of the experiment is the same with Study 1, except that participants  
611 were instructed to make deselections among sets of four pre-selected products framed with  
612 boxes. On *exclusive* choice trials, participants were allowed to deselect one product from the  
613 choice set. Once they clicked on this product, the box around it disappeared and they proceeded  
614 to the next trial. On *inclusive* choice trials, participants were able to continue deselecting as  
615 many options as they preferred after they deselected the first one. The two choice conditions  
616 were intermixed, occurred with equal likelihood, and were cued by the color of the fixation  
617 cross in the middle of the screen (blue for exclusive deselections and green for inclusive  
618 deselections). In both conditions, participants were given up to 9s to complete each trial and,  
619 importantly, were instructed to always start by deselecting their least favorite option out of the  
620 set. In Phase 3, participants viewed each choice set again and rated the amount of conflict they  
621 felt when facing each set on a 5-point scale.

622

623 **Analysis.** For the choice phase, we analyzed reaction time (RT) and choice accuracy (whether  
624 the lowest-rated option was deselected) for the first choice in each condition. The setup of  
625 predictors is the same with Study 1, except for the relative value (quantified as the absolute  
626 difference between the value of the lowest-rated product and the mean value of the remaining  
627 products).

628

### 629 **Study 3**

630 **Participants.** 68 participants (21 females, 47 males; age =  $33\pm 8$  ys) participated in the selection  
631 task (Study 3A), and 78 (40 females, 38 males; age =  $34\pm 10$  ys) participants were recruited for the  
632 deselection task (Study 3B). Participants were excluded from our analysis based on the same  
633 criteria for Study 1 and 2. This resulted in a sample of 59 participants for selection task (19  
634 females, 40 males; age =  $33\pm 8$  ys) and 61 (32 females; 29 males; age =  $34\pm 9$  ys) for the deselection  
635 task. The qualitative patterns reported in this paper hold when we include all participants.

636

637 **Procedure.** The replication studies follow the same procedures of selection (Study 1) and  
638 deselection study (Study 2) with the variance that 1) we removed the choice deadline and 2) we  
639 selected a new set of products (N=210).

640

641 **Analysis.** We followed the same analysis settings in Study 1-2. The only difference is that we  
642 log-transformed the reaction time to account for the long-tail distribution.

643

### 644 **Study 4**

645 **Participants.** 108 participants (50 females, 58 males; age =  $36\pm 9$  ys) participated were recruited  
646 for this study on Prolific. In addition to the exclusion criteria for Study 1, participants with high  
647 omission rate in high urgency choice trials ( $\geq 40\%$ ) were also excluded from our analysis. This  
648 resulted in a sample of 86 participants for Study 4 (40 females, 46 males; age =  $36\pm 9$  ys). The  
649 qualitative patterns reported in this paper hold when we include all 108 participants.

650

651 **Procedure.** The procedure of the experiment is the same with Study 1, except that participants  
652 were instructed to make *exclusive* selections with low or high urgency. On *low urgency* choice  
653 trials, participants have unlimited time to make their choice. On *high urgency* choice trials,  
654 participants have only **3 seconds** to make their choice. The two choice conditions were  
655 intermixed, occurred with equal likelihood, and were cued by the color of the fixation cross in  
656 the middle of the screen (blue for low urgency choice trials and green for high urgency choice  
657 trials). In Phase 3, participants viewed each choice set again and rated the amount of conflict  
658 they felt when facing each set on a 5-point scale.

659

660 **Analysis.** The setup of analysis is the same with Study 1, except now low and high urgency are  
661 coded as successive difference contrast in the model.

662

### 663 **Analysis of inclusive choices**

664 We only included inclusive choice in this analysis and combined studies based on type of choice  
665 (selection: Study 1 and Study 3A; removal: Study 2 and Study 3B). We analyzed the number of  
666 inclusive choices in each trial by fitting linear mixed models to **(a)** number of  
667 selections/removals and **(b)** number of products kept for each trial (for removal study, it refers  
668 to the size of choice set minus number of choices). We then examined the quality of subsequent  
669 choices. We analyzed **(c)** probability of selection/removal per product and **(d)** likelihood of  
670 keeping suboptimal products (with value lower than global average) per trial. For (a), (b) and  
671 (d), the model included the linear and quadratic terms (using orthogonal polynomials) of the  
672 overall (mean) value of the choice set, the relative value (quantified as the difference between  
673 the value of the highest-rated product and the mean value of the remaining products), the  
674 reaction time and accuracy of initial choices, and trial order. For (c), the model included overall  
675 value and the difference between product value and subject-specific global average. For (b) and

676 (d), we also performed the same analysis after combining selection and removal studies. All of  
677 these models included random (subject-specific) intercept and slopes for each variable.

678

679 **Data availability**

680 All experiment de-identified data is publicly available at

681 <https://github.com/Jasonleng/choiceinclusivity.git>.

682

683 **Code availability**

684 Data analysis script notebooks and simulation code are publicly available at

685 <https://github.com/Jasonleng/choiceinclusivity.git>.

686

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696

697 **Author Contributions Statement**

698 X. L., R. F., and A. S. developed the idea and planned the original study. R. F. and A. S.  
699 supervised the project. X. L., R. F., and T. S. implemented the experiment. X. L. and R. F.  
700 performed the data analysis and computational modeling. X. L. wrote the initial draft. X. L., R.  
701 F., and A. S. revised the manuscript.

702

703 **Competing Interests Statement**

704 The authors have no competing interests.

705

706 **Figure Legends**

707 **Figure 1. Illustration of choice inclusivity, model demonstration, and task paradigm.** (A) Illustration of  
708 choice inclusivity. When choices are exclusive, choosing one option excludes the opportunity of choosing  
709 the others. Allowing choosing the other options in subsequent choices induces choice inclusivity. (B)  
710 Demonstration of the Leaky Competitive Accumulator model (LCA). With competition between options  
711 (top; as in the exclusive choices), evidence for the winning alternative will ramp up and suppress  
712 accumulation of evidence for the remaining options. Without competition (bottom; as in the inclusive  
713 choices), evidence for all alternatives will ramp up independently. (C) Task paradigm. Participants  
714 individually rated a series of products on how much they would like to have each one and subsequently  
715 saw sets of four products and were asked to choose the one they like best. On exclusive choice trials, the  
716 trial then ended. On inclusive choice trials, participants were allowed to select as many additional products  
717 as they liked. Finally, participants saw all option sets again and rated the level of conflict they experienced  
718 when making their choices. Icons are designed by Freepik.com. Product icons shown in the figure are  
719 representative of the study stimuli but not identical to the items used.

720

721 **Figure 2. Influence of choice inclusivity on speed and accuracy during initial choices.** (A-B) Compared  
722 to exclusive choices, people made faster and slightly less accurate (A) decisions in inclusive choices,  
723 achieving higher reward rate (B). In A and B, the points reflect the estimated main effects from mixed-effect  
724 linear regression models, the error bars reflect the 95% confidence interval (N=82). (C-D) People choose  
725 faster and more accurately the greater the difference between the best option and the others. (E-F) People  
726 were faster to choose when the overall value of a choice set was higher. This speeding effect was greater  
727 for inclusive relative to exclusive choices. Overall value did not significantly influence choice accuracy. No  
728 evidence was found suggesting that these effects differ across conditions. In C-F, the trend lines reflect  
729 predicted group-level mean from mixed-effect regression models, shaded areas reflect 95% confidence  
730 intervals (N=82). All p values are two-tailed and uncorrected. See Supplementary Table 6 for full results  
731 from mixed-effect models.

732

733

734 **Figure 3. Influences of mutual inhibition based on LCA simulations.** (A-B) Schematic and a sample  
735 iteration of the collapsing-boundary LCA. (C) Decrease in mutual inhibition  $m$  but not decrease in initial  
736 threshold  $a$  and/or increase in collapse rate  $\theta$  predicts the observed influence of choice inclusivity on  
737 overall RT and accuracy, and the effects of relative value (RV) and overall value (OV). Each dot reflects  
738 regression coefficients/intercepts based on the average of 100 iterations. The upward triangles indicate  
739 increase in magnitude, whereas the upside-down triangle indicates decrease in magnitude. (D) Simulations  
740 (black lines) capture the empirical patterns observed in both conditions. Round dots reflect the estimated  
741 coefficients from mixed-effect regression models (See Supplementary Table 6), error bars reflect 95%  
742 confidence intervals of estimated coefficients (N=82). Triangles reflect predictions from model that best fit  
743 with estimation. Dashed red lines reflect predictions from panel C.

744 **Figure 4. Influences of choice inclusivity on the subject experience of conflict.** (A) People experience a  
745 higher level of conflict in exclusive choices compared to inclusive ones. The point reflects the estimated  
746 main effect from mixed-effect linear regression models, the error bar reflects the 95% confidence interval  
747 (N=82). (B) There is a typical U-shaped relationship between the overall value of a choice set and level of  
748 conflict in exclusive choices (blue) but the level of conflict is reduced in inclusive ones especially when the  
749 overall value is higher (green). (C) The difference between exclusive and inclusive choices on conflict

750 increases with overall value. **(D)** The difference between exclusive and inclusive choices does not vary with  
751 relative value. In **B-D**, the trend lines reflect the predicted group-level mean, the shaded areas indicate 95%  
752 confidence intervals (N=82). All p values are two-tailed and uncorrected. See Supplementary Table 7 for  
753 full mixed-effect model result.

754  
755 **Figure 5. Influence of choice inclusivity when removing options.** **(A)** In the removal task, participants  
756 saw sets of four products that were pre-selected (indicated by black frames) and were asked to remove the  
757 one they liked least. On exclusive choice trials, the trial then ended. In inclusive choice trials, participants  
758 were allowed to remove as many additional products as they liked. The product rating and conflict rating  
759 phases followed the same settings in Study 1. **(B-C)** Compared to exclusive removals, people made faster  
760 and similarly accurate decisions in inclusive ones. **(E-F)** People remove faster and more accurately the  
761 greater relative value (e.g., the difference between the worst option and the others). The effect on RT did  
762 not differ across conditions but the effect on accuracy decreases in inclusive cases. **(H-I)** People were faster  
763 but less accurate to remove when the overall value of a choice set was lower. The speeding effect was  
764 greater for inclusive relative to exclusive removals. The effect of overall value on accuracy is similar  
765 between two kinds of removals. **(D)** People experience a higher level of conflict in exclusive removals  
766 compared to inclusive ones. **(G)** The level of conflict decreases with relative value and the effect of relative  
767 value does not differ between conditions. **(J)** The U-shaped relationship between the overall value of a  
768 choice set and level of conflict is reduced in inclusive compared to exclusive removals, whereby conflict is  
769 specifically reduced for low-value choice sets. **(K)** The difference between exclusive and inclusive choices  
770 on conflict decreases with overall value. In **B-D**, the points reflect the estimated main effects from mixed-  
771 effect linear regression models, the error bars reflect the 95% confidence interval (N=98). In **E-K**, the trend  
772 lines reflect the predicted group-level mean, the shaded areas indicate 95% confidence intervals (N=98).  
773 All p values are two-tailed and uncorrected. See Supplementary Table 9-10 for full mixed-effect model  
774 results. Icons are designed by Freepik.com. Product icons shown in the figure are representative of the  
775 study stimuli but not identical to the items used.

776  
777 **Figure 6. Replication of choice inclusivity effects on choice behavior during selection and removal.** We  
778 followed the same analysis procedure as in Study 1 and 2, except that to account for the long tail in RTs  
779 without the time limit, we log-transformed RTs prior to the analysis. Across replication studies for selection  
780 and removal, we confirmed the findings that: **(A)** participants were faster with stronger effect of overall  
781 value on the reaction time in inclusive choices; and **(B)** the effect of inclusivity on the conflict increases with  
782 high/low overall value in selection/removal task. In A, the points reflect the estimated main effects from  
783 mixed-effect linear regression models, the error bars reflect the 95% confidence interval (N=59 for selection  
784 study and N=61 for removal study). In B, the trend lines reflect the predicted group-level mean, the shaded  
785 areas indicate 95% confidence intervals. All p values are two-tailed and uncorrected. See Supplementary  
786 Table 16-19 for full mixed-effect model results.

787  
788 **Figure 7: Comparison between the effects of inclusivity (Study 1) and choice urgency (Study 4).** In  
789 contrast to the effect of choice inclusivity, we found that **(A-B)** choice urgency reduces the effect of overall  
790 value and relative value with similar magnitude; **(C)** choice urgency does not modulate how choice conflict  
791 varies with overall value, but **(D)** reduces the negative correlation between relative value and conflict. The  
792 error bars indicate standard error. The points reflect the estimated main effects from mixed-effect linear  
793 regression models, the error bars reflect the 95% confidence interval (N=82 for inclusivity study and N=86  
794 for urgency study). All p values are two-tailed and uncorrected. See Supplementary Table 21-22 for full  
795 mixed-effect model results.

796  
797 **Figure 8. Influences of choice set values on additional inclusive decision-making.** **(A)** Influence of overall  
798 value on voluntary decision-making. As the overall value increased, participants chose more options in the  
799 selection task (Black) and removed fewer options in the removal task (Red). **(B)** Participants made fewer

800 decisions as the relative value increased, regardless of selection or deselection tasks. **(C)** Inclusive choices  
801 were guided by item values relative to the global average. Items with value higher than average were more  
802 likely to be selected and less likely to be removed. **(D)** Participants kept more options (select more or  
803 remove less) when they experienced more conflict. **(E)** This leads to higher likelihood of keeping unfavored  
804 options with higher conflict. The trend lines reflect the predicted group-level mean and the shaded areas  
805 indicate 95% confidence intervals (N=141 for combined selection studies; N=159 for combined removal  
806 studies).

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809 **References**

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