

## PhD Propositions

1. In view of the possibility of regret, individuals are more willing to use technology to assist them with their decisions. (Chapter 2)
2. Anticipated- regret evoking messages have better persuading qualities when DA users are called to make a choice of high complexity. (Chapter 2)
3. The pain of a difficult decision made online, contaminates users' evaluation of the online technology used to arrive to that decision. (Chapter 4)
4. Users expect their effort in making a decision to be minimized when assisted by an on-line Recommendation Agent. (Chapter 3 & 4)
5. Dominance effects occurring in choice of physical products can also occur in an online purchase environment. (Chapter 4)
6. The effort heuristic is manifested in everyday life more than one thinks it is.
7. All great advances in science have stated in a clear, abstract and communicative manner what was instinctively known long before.
8. Theory without practice is pointless, practice without theory is futile.
9. Information technology can be used to promote rational, beneficial behavior, as well as product- related deception.
10. Abundance of choice and variety does not necessarily promote life satisfaction.
11. For perseverance to be effective, it needs to be coupled with being able to see the silver linings.