

## **Studying Everyday Multiattribute Choice**

Everyday choice objects, such as movies, books, and food items, can be seen as possessing different attributes. Although decisions between these objects involve the evaluation of their attributes, the attributes themselves are not observable to researchers. In this talk I showcase a novel approach to uncovering decision attributes and rigorously studying everyday multiattribute choice. This approach combines insights from machine learning, cognitive science, and decision research, and is able to successfully predict participant choices and decision times in a wide range of naturalistic decision problems. I illustrate the power of the approach in three experimental studies.