

Is too much choice making us unhappy?

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1 _____. Years _____ there were only two kinds of coffee – black or white. But nowadays _____ you go into a coffee shop in the UK you are _____ about twenty different options. _____ you want a Cappuccino, a Latte, a Caramel Macchiato, an Americano, or a White Mocha?

And it isn't just in the coffee bar.

In big supermarkets we have to choose between thousands of products – my local supermarket _____ 35 different kinds of milk! When we are buying clothes or electrical gadgets, looking for a hotel on a travel website, or just deciding _____ TV channel to watch, we are constantly forced _____ choose from hundreds of possibilities.

Buying a cup of coffee isn't as easy as it used to be.

_____ university researchers have discovered that too much choice is making us feel unhappy and dissatisfied. The problem is that we have _____ many options that we get stressed every time we have to _____ a decision, because

we are worried about making the wrong one. Then when _____ choose one thing we feel bad because we think we are missing other opportunities, and this makes us dissatisfied with what we have _____.

Research shows that we feel happier when we have _____ less choice.

4 _____. Professor Mark Lepper at Stanford University in America found that people who tried six kinds of jam _____ happier with their choice than those who were offered 24 jams to taste.

But if all this choice is bad for us, what can we do about it?

5 _____. Professor Lepper suggests that we _____ try to relax when we have to choose something to buy. 'Don't take these choices too seriously or it _____ become stressful,' he says. 'If you pick a sofa from IKEA in 30 seconds, you'll feel better _____ if you spend hours researching sofas – because you won't know what you're missing.'