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# Query Theory - Knowing what we want by arguing with ourselves

Elke Weber  
*Columbia University*

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Fordham University Department of Psychology  
Research Colloquia Series  
presents

**Elke Weber, Ph.D.**

**Jerome A Chazen Professor of International Business  
Director, Center for Research on Environmental Decisions  
Director, Center for the Decision Sciences  
Columbia Business School**

## **Query Theory: Knowing What We Want by Arguing with Ourselves**

Psychologists and behavioral economists agree that many of our preferences are constructed, rather than innate or pre-computed and stored. Little research, however, has explored the implications that established facts about human attention and memory have when people marshal evidence for their decisions. This talk provides an introduction to Query Theory, a psychological process model of preference construction that explains a broad range of phenomena in individual choice with important personal and social consequences, including our reluctance to change and excessive impatience when asked to delay consumption.

**Wednesday, April 10, 2013**

**11:30 am**

**Freeman Hall, Room 103**

**Fordham University at Rose Hill**

*Please contact Dr. Andover at [andover@fordham.edu](mailto:andover@fordham.edu) for additional information.*