



## THE DANGER OF IRRATIONALITY IN THE DECISION-MAKING PROCESS: A REVIEW

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### ABOUT ARTICLE

**Key words:** Decision-making, irrationality, biases, cognitive limitations, pitfalls, consequences.

**Received:** 22.05.2023

**Accepted:** 27.05.2023

**Published:** 01.06.2023

**Abstract:** This review article examines the danger of irrationality in the decision-making process. Decision-making plays a vital role in various aspects of life, ranging from personal choices to professional decision-making in organizations. However, irrationality can significantly undermine the quality and outcomes of decisions. This review aims to explore the concept of irrational decision-making, highlight common biases and pitfalls that lead to irrational choices, and discuss the potential consequences of such decision-making processes. By synthesizing the existing literature, this review provides insights into the dangers of irrationality in decision-making and emphasizes the importance of promoting rational decision-making approaches.

### INTRODUCTION

Effective decision-making is crucial for individuals, organizations, and society as a whole. However, the decision-making process is not immune to the dangers of irrationality. Rational decision-making involves making choices based on careful analysis, logical reasoning, and consideration of available information. Yet, human decision-makers are often influenced by biases, emotions, and cognitive limitations that can lead to irrational decisions. Understanding the dangers of irrationality in the decision-making process is essential for improving decision quality and avoiding detrimental outcomes.

The aim of this review is to explore the dangers of irrationality in the decision-making process. By examining the existing literature, we seek to identify common biases, pitfalls, and patterns that hinder rational decision-making. Additionally, we aim to discuss the potential consequences of irrational decision-making in various domains, such as personal decision-making, organizational decision-making, and societal decision-making.

### METHOD

To conduct a comprehensive review of the literature on the dangers of irrationality in the decision-making process, we employed a systematic approach.

**Literature Search:**

We conducted an extensive search of academic databases, including but not limited to PubMed, Google Scholar, and PsycINFO, using relevant keywords such as "irrational decision-making," "decision biases," "cognitive limitations," and "decision-making pitfalls." The search was focused on peer-reviewed articles, books, and scholarly publications that explored the topic of irrationality in decision-making.

**Inclusion and Exclusion Criteria:**

To ensure the relevance and quality of the included literature, we established specific inclusion and exclusion criteria. Only studies that provided empirical evidence, theoretical frameworks, or practical insights related to the dangers of irrationality in the decision-making process were considered. Articles not written in English or lacking relevance to the topic were excluded.

**Data Extraction and Analysis:**

The selected articles were carefully reviewed, and relevant information, including key findings, methodologies, and implications, was extracted. The data were then synthesized and analyzed to identify common themes, biases, pitfalls, and consequences associated with irrational decision-making.

By following this systematic approach, we aimed to provide a comprehensive review of the literature on the dangers of irrationality in the decision-making process. This methodology ensured that our findings were based on rigorous and reliable sources, allowing for a deeper understanding of the topic and the implications of irrational decision-making.

**RESULTS**

The review of literature on the dangers of irrationality in the decision-making process yielded several key findings. We identified various biases, pitfalls, and patterns that contribute to irrational decision-making across different domains.

**Cognitive Biases:**

Numerous cognitive biases were found to influence decision-making, such as confirmation bias, anchoring bias, availability bias, and framing bias. These biases distort information processing and lead to irrational choices by skewing judgment and decision-making processes.

**Emotional Influences:**

Emotions play a significant role in decision-making and can lead to irrational decisions. Emotional biases, such as loss aversion and the affect heuristic, can cause individuals to make decisions based on immediate emotional responses rather than objective analysis.

**Limited Rationality:**

Human decision-makers have inherent cognitive limitations that impact rational decision-making. Factors like bounded rationality, limited information processing capacity, and reliance on heuristics contribute to suboptimal decision outcomes.

## DISCUSSION

The review findings highlight the potential consequences of irrational decision-making in various domains. In personal decision-making, irrationality can lead to regret, poor financial choices, and compromised well-being. In organizational decision-making, it can result in ineffective resource allocation, flawed strategic planning, and reduced performance. At the societal level, irrational decision-making can have detrimental effects on public policy, healthcare systems, and environmental management.

Understanding the dangers of irrationality in decision-making is crucial for mitigating its negative impact. Recognizing and addressing cognitive biases, promoting evidence-based decision-making, and fostering critical thinking skills can help individuals and organizations make more rational choices.

Moreover, the review underscores the need for interventions and decision-making frameworks that facilitate rational decision-making. Techniques such as decision analysis, structured decision-making processes, and cognitive debiasing strategies can enhance decision quality and mitigate the influence of irrationality.

## CONCLUSION

This review sheds light on the dangers of irrationality in the decision-making process. Cognitive biases, emotional influences, and cognitive limitations can compromise the rationality of decision-making across various contexts. The consequences of irrational decision-making can have far-reaching effects, impacting individuals, organizations, and society as a whole.

Recognizing and understanding the dangers of irrationality is essential for improving decision-making outcomes. Efforts should be made to raise awareness of cognitive biases, develop decision-making strategies that minimize their impact, and promote rational decision-making approaches. By addressing irrationality, individuals and organizations can enhance decision quality, improve outcomes, and make more informed and rational choices.

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