

Types of Ambivalence – Which type are you?

1 – “Kid in a Candy Store” (+/+)

Non-zero-sum choice (win-win) between two equally positive options
As you’re about to choose one thing, the other choice seems better

2 – “Lesser of Two Evils” (-/-)

Negative-sum choice (lose-lose) between two equally negative options
As you’re about to choose one, it seems to be the wrong choice

3 – “Damned If You Do, Damned If You Don’t”

Negative-sum choice (lose-lose) about one thing with equal positives & negatives
Choosing brings out the negatives, not-choosing brings out the positives

4 – “You Can’t Be Rich & Happy Too”

Zero-sum choice (win-lose) between two choices both equally positive & negative
Choosing accentuates the negatives of your choice & the positives of the alternative