

PROCRASTINATION OF ENJOYABLE EXPERIENCES

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Abstract

The tendency to procrastinate applies not only to aversive tasks but also to positive experiences with immediate benefits. We propose a model of myopic procrastination, based on biased assessment of future time availability, to explain this behavior and test it with field data and experiments. A multi-city study shows that individuals with unlimited time windows delay visiting desirable landmarks; procrastination is reduced once the window of opportunity is constrained. Similarly, recipients of gift certificates with long deadlines procrastinate redeeming them more than those with short deadlines. These results run counter to participants' predictions and typical models of impulsive behavior.

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