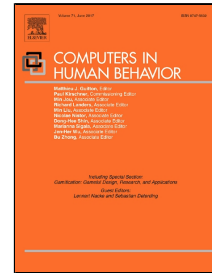


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Is utilizing themes an effective scheme? Choice overload and categorization effects within an extensive online choice environment

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Categorization based on themes degrades choice: Choice overload effects of categorizing thematically versus taxonomically

NEW TITLE:

Is utilizing themes an effective scheme? Choice overload and categorization effects within an extensive online choice environment

Highlights

- Categorization effects on choice overload were tested in an online course catalog.
- Thematic (versus taxonomic) categories increased choice overload.
- Choice overload was pronounced for those familiar with the choice environment.
- Categorization affected browsing time, which could be used to a website's benefit.

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