

SUMMARY

The aim of this graduation project was to create an animation called *The Hesitator* and to analyse one of the main concepts related to it – the decision paralysis. The purpose of the theoretical part of the work was to give an overview of the phenomenon of decision paralysis, its causes and consequences and to describe the decision-making during the process of creating an animation. *The Hesitator* tells a story of a person who does not have to choose among different alternatives, which means that he can simultaneously engage in mutually exclusive activities. This contrasts with our day-to-day decision-making, where we often have to make so difficult choices that we are unable to decide. The ultimate goal of this thesis was to have a more detailed understanding of why we are often unable to make decisions.

The first part of the work analysed the broad decision-making process, the concept of decision paralysis, the causes of decision paralysis and its consequences. Based on a number of psychological articles and books it was found that the key factors that lead to decision paralysis are complexity and importance of the decision, limitations of working memory resources, perfectionism, information and choice overload and lack of information. Decision paralysis has an effect on our everyday life in several ways: it blocks our creativity, hinders good performance and decreases life-satisfaction and happiness.

The decision-making process during the creation of animation *The Hesitator* was analysed in the second part of the thesis. Different stages of animation creation (for example character development, making the storyboard and animatic, and sound-design) were described from author's perspective as experiences of frequent but brief decision-making paralyzes.

During the writing process of the thesis and making the animation, the author monitored her choices, their abundance, her reactions, and the decision paralyzes that occurred. Despite the author's knowledge of the decision paralysis, she still experienced paralyzes on

several occasions and had to cope with their various consequences. At the same time, she also tended to prevent the emergence of decision paralysis and was able to overcome it by using her newly acquired knowledge more effectively. In the course of creating this graduation project, the author understood herself better as a decision maker and as a hesitator.