

## Title: Putting Deliberate Randomization to Work

Abstract: A sense of conflict is commonly experienced when people have the freedom to choose, ranging from the insignificant decisions such as daily dress choice to the important ones such as family planning. Such conflict often leads to the behavioral biases of indecisiveness, inertia, and procrastination. Here we examine the usage of coin flipping to help resolve the conflict in the setting of donation. In a randomized field experiment, we find that coin flipping increases donation when choice is under conflict due to choosing between two similar charities, but not when matching fund is provided to one of the two charities. A laboratory experiment replicates the observed patterns and further sheds light on the underlying psychological mechanism. More generally, our results point to the power of randomization for conflict resolution when facing difficult decisions.