**RATIONAL DECISION MAKING**

1. MAKE A LIST OF THE TOP THREE COLLEGES YOU ARE CONSIDERING.
2. IDENTIFY THE BENEFITS OF ATTENDING THE COLLEGE (E.G. REPUTATION, SCHOLARSHIP OPPORTUNITIES, LOCATION, SIZE, RURAL/URBAN, MAJORS OFFERED, EXTRACURRICULAR ACTIVITIES, RESEARCH OPPORTUNITIES)
3. IDENTIFY THE COSTS (E.G. TUITION, TRANSPORTATION, DISTANCE FROM FAMILY)
4. ALTHOUGH IT MAY BE DIFFICULT TO PUT A DOLLAR VALUE ON THE BENEFITS, DO YOU THINK THE BENEFITS OF ATTENDING THIS COLLEGE OUTWEIGH THE COSTS?
5. FINALLY, RANK YOUR CHOICES **(1= MOST FAVORABLE, 3= LEAST FAVORABLE)**

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| COLLEGE | BENEFITS OF ATTENDING | COSTS OF ATTENDING | BENEFITS OUTWEIGH THE COSTS? | RANK YOUR CHOICES |
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Adapted from: Krueger and Anderson. Explorations in Economics (2014).