While the vast majority of consumer research has focused on individual decision-makers, in reality, there are some decisions that we are far more likely to make jointly with someone else than on our own. To the extent that dyadic contexts change our biases and goals, they can also radically alter the way we make choices – with substantial implications for well-being and marketing outcomes. In this talk, I will present findings from two papers that involve dyads of decision-makers. Interestingly, we find that dyads can lead to more extreme, non-normative behaviors: In the first paper, the drive to affiliate with an unfamiliar decision-making partner can lead us to be more unethical in dyads than alone. In the second, men making decisions together tend to choose more extreme as opposed to compromise alternatives, both compared to individual male decision-makers and dyads that include a female. However, under certain conditions, the extremity observed in dyads can be attenuated or even reversed. Taken together, findings contribute to our understanding of the way people make decisions together, as well as to the decision-making domains of ethics and compromise effects, and highlight interventions that may be effective in prompting optimal outcomes.