In many societal problems, individuals exhibit a conflict between keeping resources (e.g., money, time or attention) to themselves or sharing them with another individual or group. The reasons motivating decisions in favor of others welfare can thereby vary from purely altruistic to completely strategic. Be it the stranger making an effort returning a lost valet to its rightful owner or a co-worker pitching in her fair share in a joint project. Actions like that create an environment that makes living together a pleasant experience. Hence, understanding how decisions determining the welfare of oneself and others are made is important for facilitating this behavior by building institutions that maximize the rate of cooperation in a society. To shed new light on such decision making processes I will present recent evidence from a set of process tracing experiments utilizing eye-tracking and economic games. Experiments will focus on the role of social preferences in the choice construction process and will identify mechanisms (i.e., search and processing depth, information weighting, and ignorance) through which they guide choice behavior. I will in particular focus on the differences and commonalities between strategic and altruistic decisions. Specifically, investigating to which extent people direct attention towards certain components of the decision situation in a context-dependent manner.