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Behavioural Insights & BPP

National Økonomisk Forenings Årsmøde 2018,
13 Januar, Kolding Fjord

iNudgeyou

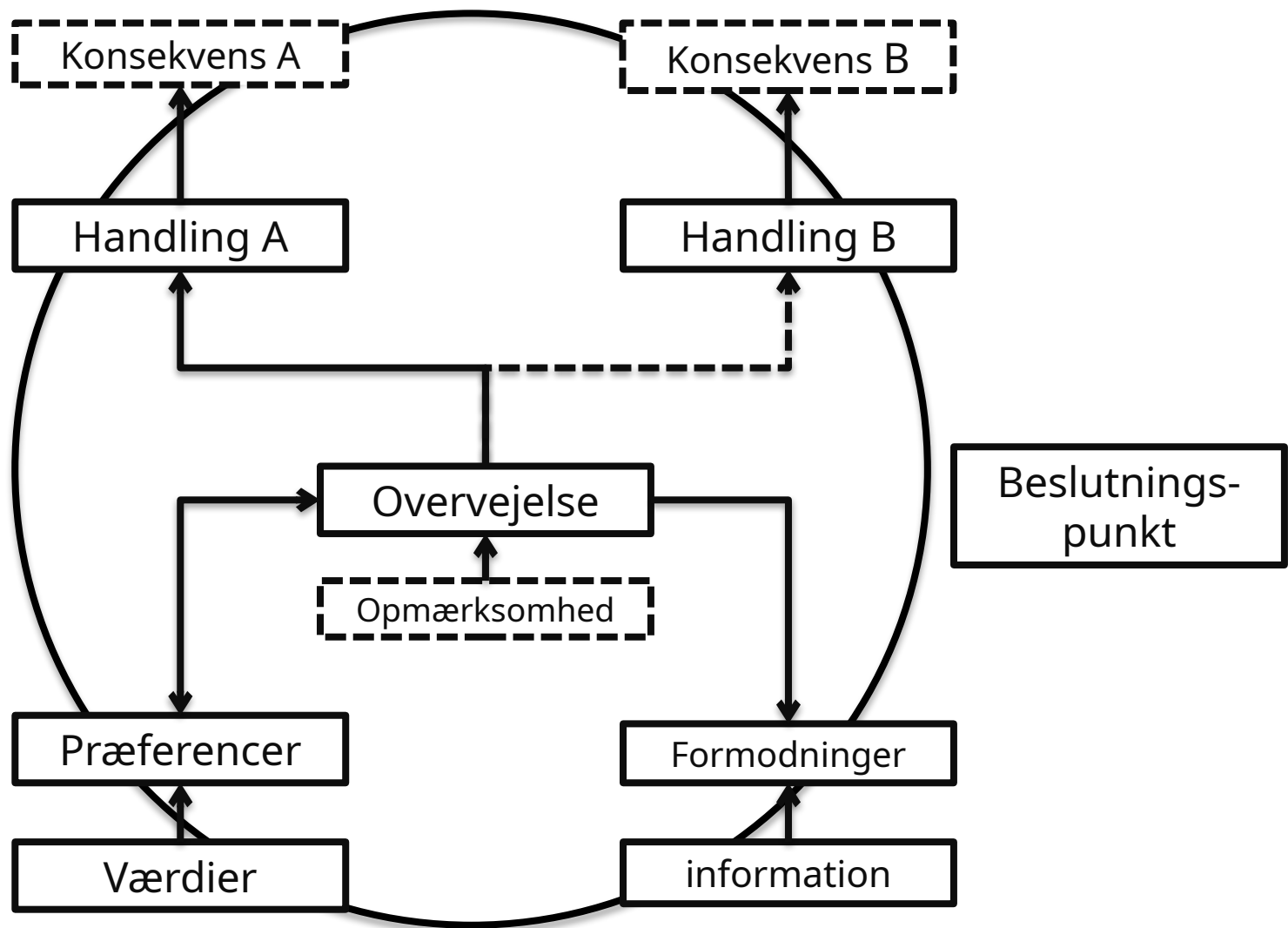
THE APPLIED BEHAVIOURAL SCIENCE GROUP

TEN

THE EUROPEAN
NUDGING NETWORK

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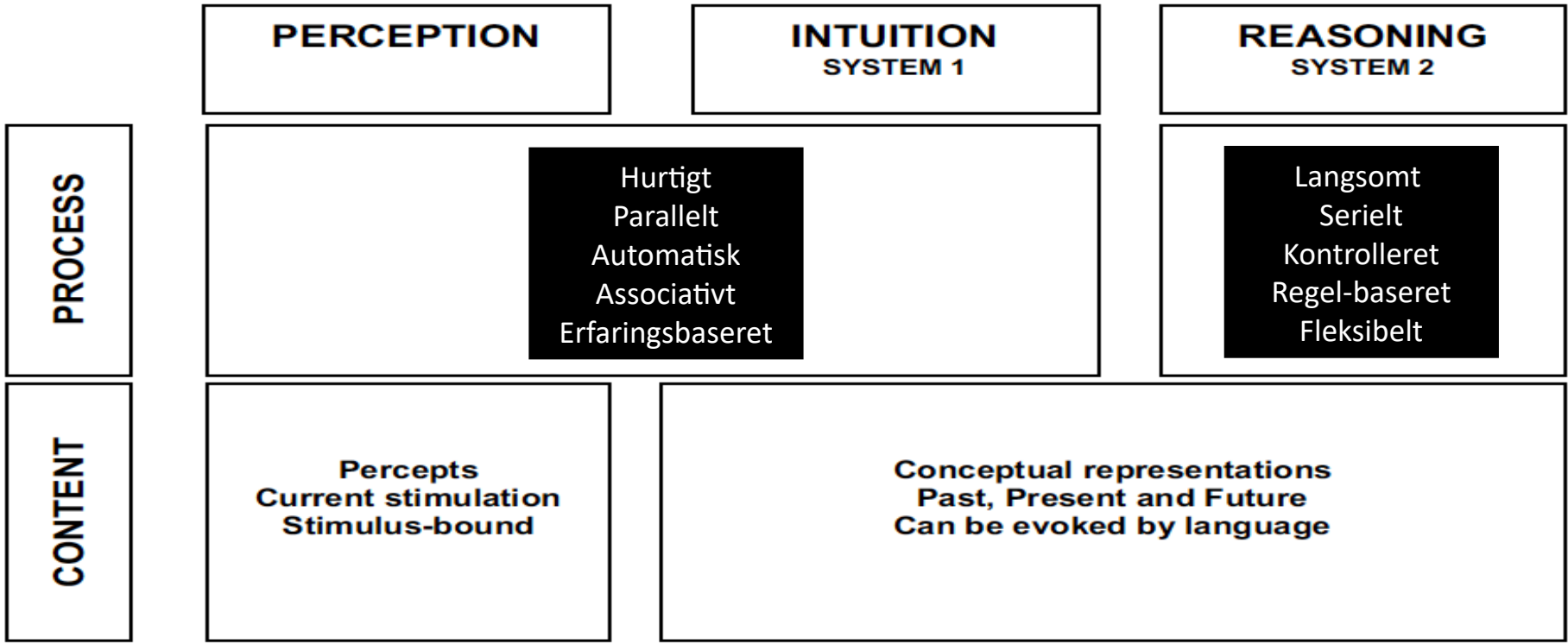
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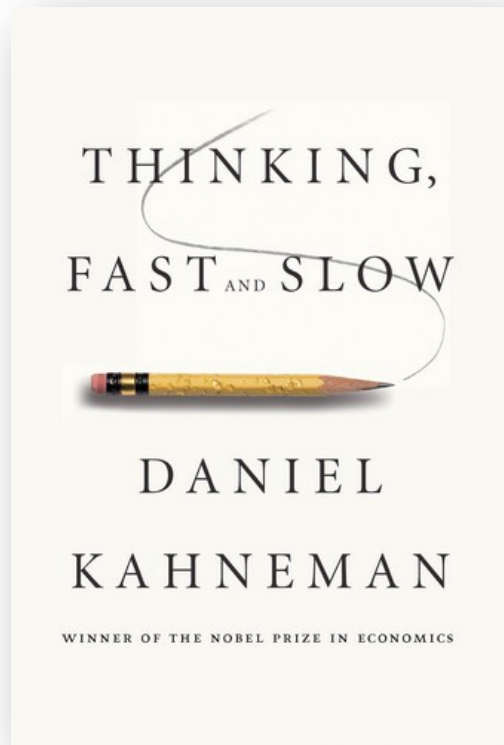
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Daniel Kahneman, Dual Process Theory



Decision-making and behavioral biases

Anchoring – the common human tendency to rely too heavily, or "anchor," on one trait or piece of information when making decisions.

Attentional Bias – implicit cognitive bias defined as the tendency of emotionally dominant stimuli in one's environment to preferentially draw and hold attention.

Backfire effect - Evidence disconfirming our beliefs only strengthens them.

Bandwagon effect – the tendency to do (or believe) things because many other people do (or believe) the same. Related to [groupthink](#) and [herd behavior](#).

Bias blind spot – the tendency to see oneself as less biased than other people.^[2]

Choice-supportive bias – the tendency to remember one's choices as better than they actually were.^[3]

Confirmation bias – the tendency to search for or interpret information in a way that confirms one's preconceptions.^[4]

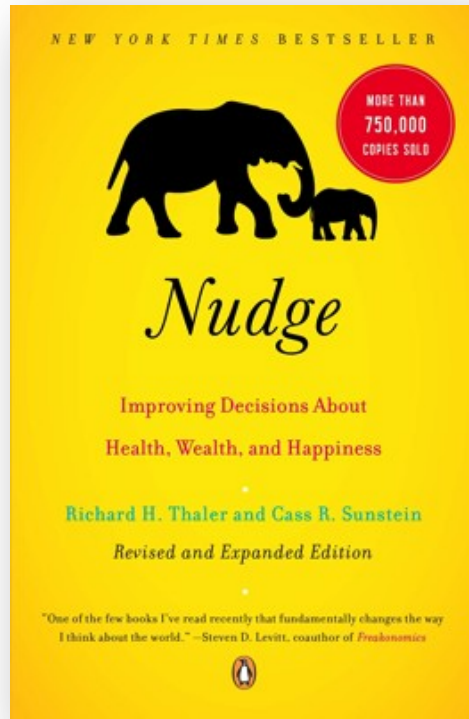
Congruence bias – the tendency to test hypotheses exclusively through direct testing, in contrast to tests of possible alternative hypotheses.

Contrast effect – the enhancement or diminishing of a weight or other measurement when compared with a recently observed contrasting object.^[5]

Denomination effect – the tendency to spend more money when it is denominated in small amounts (e.g. coins) rather than large amounts (e.g. bills).^[6]

Distinction bias – the tendency to view two options as more dissimilar when evaluating them

Thaler, R. & Sunstein, C. (2008) *Nudge: Improving Decisions About Health, Wealth, and Happiness*



Thaler, R. & Sunstein, C. (2009) *Nudge: Improving Decisions about Health, Wealth, and Happiness*, Revised and Expanded Edition, New York: Penguin Books

Figure 5: Aggregate effect

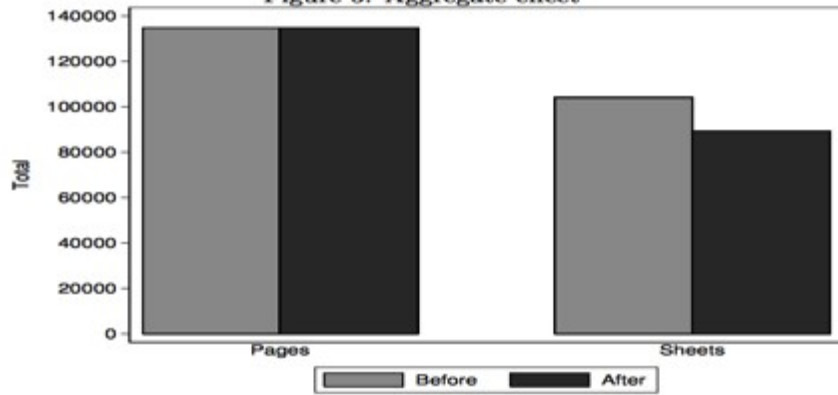
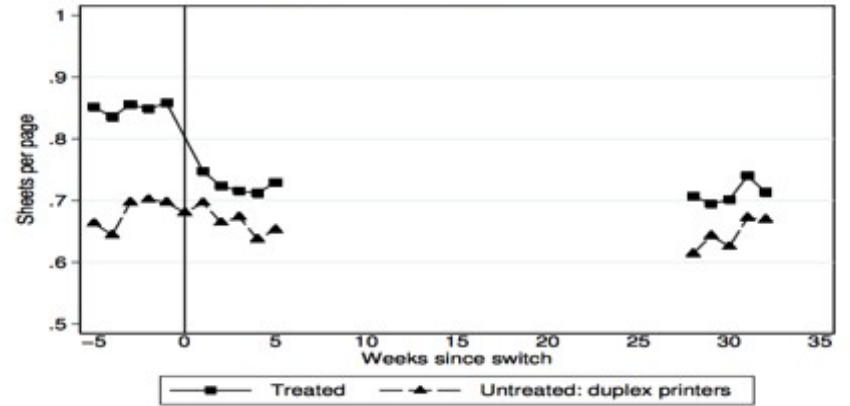
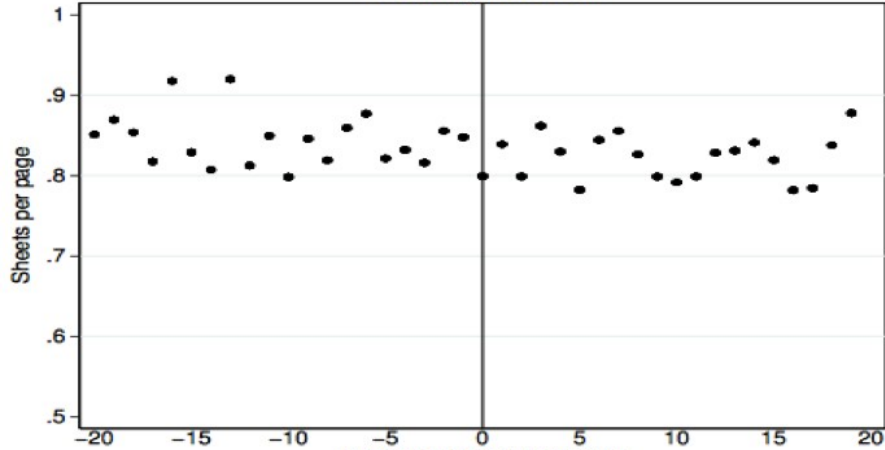


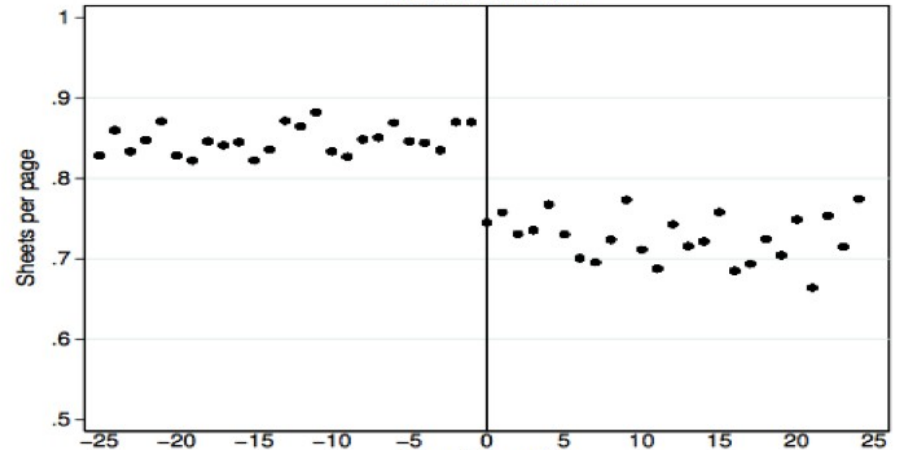
Figure 6: Long run effect



Encourage treatment



Default treatment



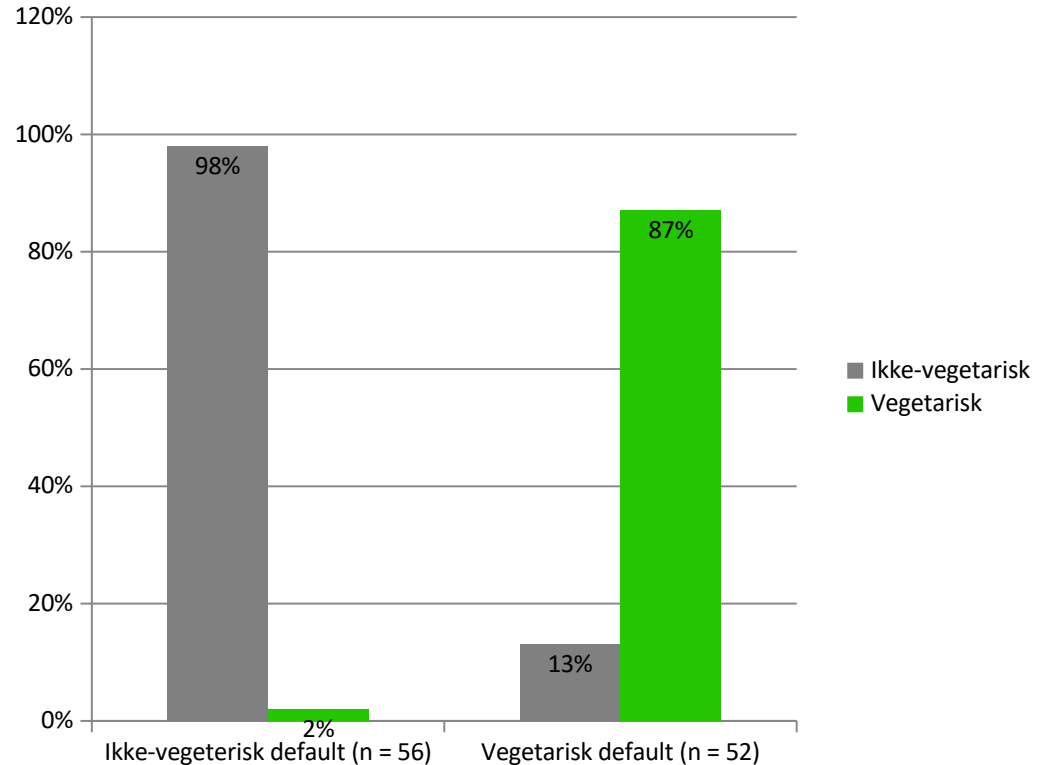
Effekten af opt-in og opt-out for valg af buffet

Gruppe 1:

Til konferencen vil der blive serveret ikke-vegetarisk buffet til frokost. Angiv, hvis du ønsker at få tilberedt en vegetarisk anretning.

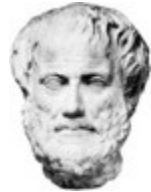
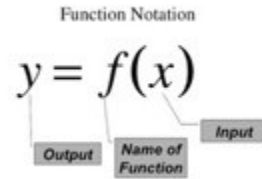
Gruppe 2:

Til konferencen vil der blive serveret vegetarisk buffet til frokost. Angiv, hvis du ønsker at få tilberedt en ikke-vegetarisk anretning.

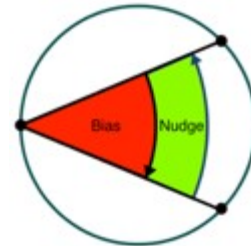


Nudge – a theoretical definition

A nudge is a function of any attempt at influencing people's judgment, choice or behaviour in a predictable way, that is (1) made possible because of cognitive limitations, biases, routines, and habits in individual and social decision-making posing barriers for people to perform rationally in their own self-declared interests, and which (2) works by making use of those limitations, biases, routines, and habits as integral parts of such attempts.

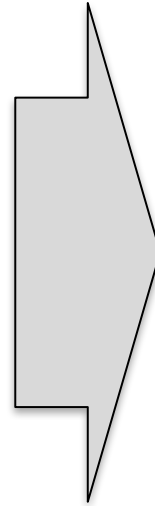


{in•flu•ence} v.
1. to affect the nature, development, or condition of;



Nudge – a theoretical definition

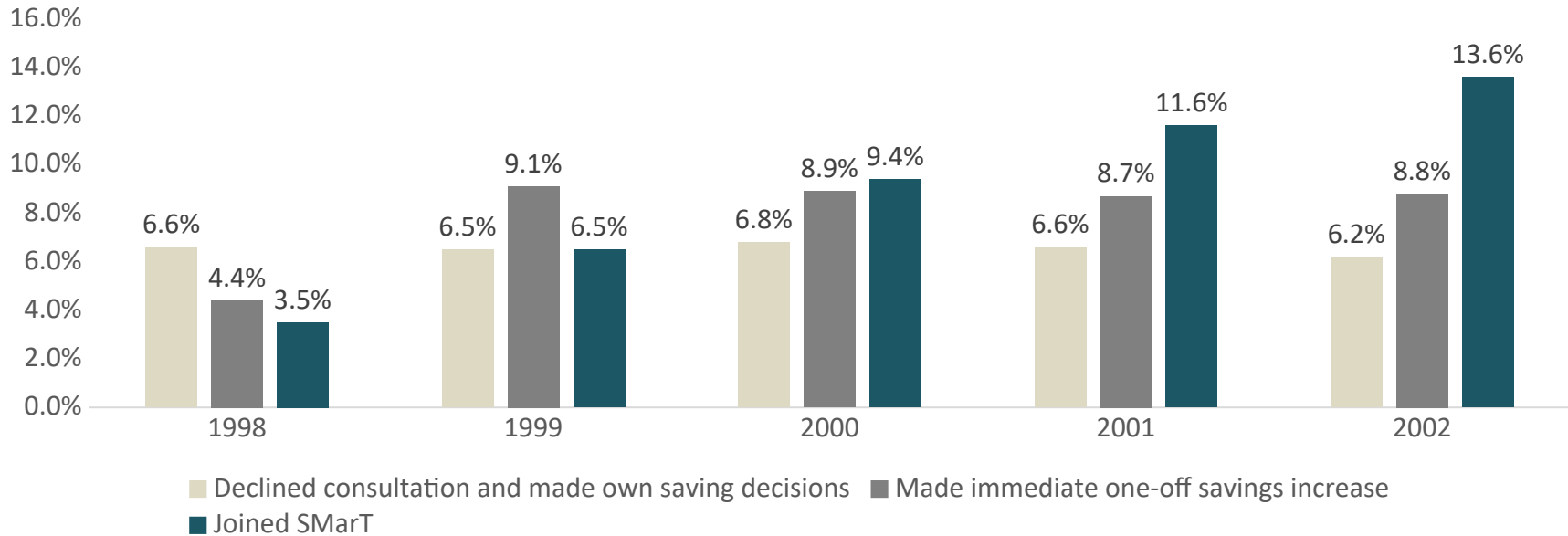
A nudge is a function of any attempt at influencing people's judgment, choice or behaviour in a predictable way, that is (1) made possible because of cognitive limitations, biases, routines, and habits in individual and social decision-making posing barriers for people to perform rationally in their own self-declared interests, and which (2) works by making use of those limitations, biases, routines, and habits as integral parts of such attempts.



Thus a nudge is not about:

- I. forbidding or adding any rationally relevant choice options,
- II. changing incentives, whether regarded in terms of time, trouble, social sanctions, economic and so forth, or
- III. the provision of additional information and rational argumentation.

SAVE MORE TOMORROW



'Nudge Units' around the world

THE BEHAVIOURAL INSIGHTS TEAM

