

EVERYDAY NUDGE

What's a Nudge?

Nudges are everywhere you look

Government policies, infrastructure, offices, and society use nudges everyday. All you have to do is take a look around you.

Nudges are used to reinforce positive behaviour, change or influence decisions, and overall make things easier for people everyday. These are some famous examples of nudges everywhere.

Basketball recycling bins:

If you can make recycling more interactive - then more people will perform this desired behavior! This is true of basketball bins: the more engaging a behavior, the more desirable it will be to perform.



Towel nudge:

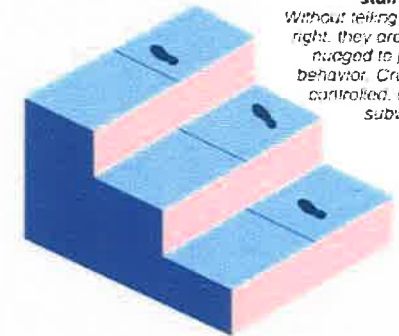
"85% of people who stayed in this room reused their towel. Help us save the planet." Have you seen this on hotel towels before?

This experiment was designed to show hotel guests the behavior of others. As a result, many guests chose to reuse their towels having been influenced by Social Proof.



Feet on right side of staircase:

Without telling people to keep right, they are automatically nudged to perform this behavior. Crowds are thus controlled, especially in subways.

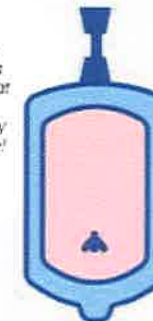


Elevator sign:

Signs on elevators that show people taking the stairs is a nudge because it promotes healthy behavior, saves electricity, and makes a suggestion rather than forces behavior.

Urinal Fly:

This famous nudge placed a sticker of a fly in a men's urinal at Schiphol airport. Spillages reduced by 80%! Take aim - fire!



Placing fruit at checkout:

Nudging people towards healthier choices at checkout. Some retailers also place candy bars at checkout, which may not seem like the healthy choice, but it certainly may be the better one! Nudges are about making certain behavior more accessible.



Three degrees of nudge

	Typical Characteristics	Example	Impact on autonomy
First Degree Nudge	Supply of simple information or a reminder with the aim of improving the target's capacity to make an informed, rational and conscious choice.	1. Health warning on cigarette pack 2. Reminder to fill in tax return.	Respects the autonomy of decision-maker and enhances target's rationality.
Second Degree Nudge	Behavioural or volitional limitations are exploited so as to bias decisions in a favoured direction.	1. An opt-out organ donor regime is instituted. 2. The office smoking zone is placed at a distance from the work area.	The target could, on reflection, unearth the nature and effect of the nudge – but is unlikely to do so because of behavioural limitations and their tendency to exhibit an 'automatic' response.
Third Degree Nudge	Framing strategies, emotional responses or covert techniques are used to influence decisions or shape preferences.	1. A campaign promotes healthy eating with the slogan: 'Don't lose your looks, junk the junk food!' 2. Shocking images are used to control behaviour – as when photographs of lung cancer victims are used to control smoking. 3. Unpublicised subliminal TV messages are used to encourage e.g. healthy eating or abstention from smoking.	The target is influenced but reflection is obstructed or reflection materially fails to unpack the nature and extent of the decision or preference shaping.