



Nudging

A very broad idea

- Nudging is not a 'tool' as such but it's an approach that offers exciting opportunities
- It tends to refer to small tweaks or changes to the context or choice architecture

Nudges tend to be:

- Low cost
- Focused on removing barriers and friction or making it easy to do the right thing

About 10 years ago, the book *Nudge* was published

- Nudge is about countering biases and helping people to improve the decisions they make
- Through more thoughtful choice architecture
- Introducing the idea of 'Libertarian paternalism'

Changing the choice architecture in a canteen (to have a quick line for the vegetarian dish)

Automatically enrolling workers into a pension (many more stick with the pension compared to when they would need to opt in)

Mind Sludges! (Sometimes websites might suggest you there is a shortage (e.g. in hotel rooms) to make you book it quickly, even if there is not really one.)