

literature self-study	Reading guide
Thaler & Sunstein chapters: complete Part I	Be able to explain and reflect on concepts such as: <ul style="list-style-type: none"> <li>• The concept of a nudge</li> <li>• Libertarian Paternalism</li> <li>• Assumptions and misconceptions on human decision making that are often found in policy makers</li> <li>• Choice architecture</li> <li>• Basic knowledge of dual systems</li> <li>• Basic knowledge of heuristic mechanisms and biases: anchoring, representativeness, availability, overconfidence, optimism, framing effects</li> <li>• Social influences on decisions</li> <li>• Principles of good choice architecture</li> </ul>
Article(s) Kahneman, D. (2003). A perspective on judgment and choice. <i>American Psychologist</i> , 58, 697-720  Melnikoff, D.E., & Bargh, J.A. (2018). The Mythical Number Two. <i>Trends in Cognitive Sciences</i> , 22(4), 280-293  D.T.D. de Ridder, F.M.Kroese and L.C. van Gestel (2022). Nudgeability: Mapping Conditions of Susceptibility to Nudge Influence, <i>Perspectives on Psychological Science</i> , 17(2) 346–359	Be able to explain and reflect on concepts such as: <ul style="list-style-type: none"> <li>• Reference dependence (Kahneman)</li> <li>• Loss aversion (Kahneman)</li> <li>• Attribute substitution (Kahneman)</li> <li>• The interaction between System 1 and System 2 and the difference</li> <li>• in perspective on these (Kahneman, but also extra slides on</li> <li>• Blackboard)</li> <li>• The critique on dual systems theories (Melnikoff paper)</li> <li>• Explain the term nudgeability and what determines it</li> </ul>
Article(s) Gigerenzer, G., & Gaissmaier, W. (2011). Heuristic decision making. <i>Annual review of psychology</i> , 62, 451-482  Thaler & Sunstein chapters: complete Part II	Be able to explain and reflect on concepts such as: <ul style="list-style-type: none"> <li>• Different types of heuristics (Gigerenzer)</li> <li>• Difference between decisions under risky and uncertain situations (Gigerenzer)</li> <li>• Different perspectives on using heuristics (Gigerenzer vs. Kahneman for example)</li> <li>• Part II of the book contains a lot of examples, the details of which are less important</li> </ul>
Simons & Chabris (1999). Gorillas in our midst: sustained inattention blindness for dynamic events. <i>Perception</i> . 28, 1059-1074  Wang, L., Yu, H., & Zhou, X. (2013). Interaction between value and perceptual salience in value-driven attentional capture. <i>Journal of Vision</i> . 13, 1–13  Thaler & Sunstein chapters: complete Part III & IV	Be able to explain and reflect on concepts such as: <ul style="list-style-type: none"> <li>• Attentional capture and the conditions under which they can occur</li> <li>• Attentional blindness and the conditions under which they can occur (see the five summarizing remarks at the end of the article by Simons)</li> <li>• Value salience and perceptual salience.</li> <li>• Parts III &amp; IV of the book contain a lot of examples, the details of which are less important</li> </ul>
Thaler & Sunstein complete part V	Be able to explain and reflect on: <ul style="list-style-type: none"> <li>• Objections that one can have against nudging</li> <li>• Counter-arguments that can refute those objections</li> <li>• Publicity and transparency in using nudging</li> </ul>