

Nudge - improving decisions about health, wealth and happiness.

- Richard H. Thaler and Cass R. Sunstein.

1. Humans and Errors

Rules of Thumb

1. Biases and Blunders

How we think: two systems.
Affecting
Availability
Representativeness
optimism and overconfidence
gain and losses.
Status Quo Bias.
Framing &
So what?

2. Resisting temptation.

mindless choosing
Self-control strategies
Mental Accounting

3. Following the herd

doing what others do
The spotlight affects
cultural change, political change
and unpredictability.

Social Nudges as choice architecture

Conformity and peer compliance
preserving petrified wood
Socializing nondrinking
smiles, frowns, and saving
Angry.

priming

4. When do we need a Nudge?

Fraught choices
Benefits Now - costs later
degree of difficulty.

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frequency

feedback

knowing what you like.

markers: A mixed verdict.

5. Choice Architecture.

defaults: padding the path of least resistance.

Exception Error

live feedback.

understanding "mappings": from choice to welfare

Structure complex choices

Incentives

- who uses?
- who chooses?
- who pays?
- who profits?

Part II - Money.

6. Save more tomorrow

Are people saving enough?

Enrollment decisions: nudging people join

making saving automatic

Forced choosing and more simplicity

Choosing contribution rates

Education

Save more tomorrow

The Role of the Government

7. Naïve Enriching.

Stock and Bonds.

locking your money while sitting on the sidelines

market timing: Buy high, sell low

Rule of Thumb

company stock.

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Nudges
defaults

Structuring complex choices

Enact Error

mappings and feedbacks

Incentives

8. credit markers

mortgages

student loans

9. Privatizing social security: smorgasbord style.

Design of the Swedish privatization plan.

the default fund

Did active choosers make good choices

Advertising

Doing (Badly) without nudges

10. Health

10. prescription drugs: part d for daunting

Design of medicare part D

Confusion awaiting clarity

Random default plans for the most vulnerable

Not user-friendly

Did choosers make good choices? Not always

Possible nudges

Intelligent Assignment

11. How to increase organ donations.

Explicit consent

Routine removal

Presumed consent

Some complexities

Mandated choices

Norms

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12. Savings The Planner

Better incentives

Feedback and information

Ambitious Environmental Nudges

11. Freedom

→ 3. Improving School Choices

Complex choices and mental shortcuts

Incentives constraints and matching

Nudging high schoolers toward colleges

→ 4. Should Patients be forced to Buy Lottery Tickets?

→ 5. Privatizing marriage

What is marriage?

1. Tax benefits (and burdens)

2. Entitlements

3. Inheritance and other death benefits

4. Ownership benefits

5. Surrogate decision making

6. Evidentiary privileges

without states licenses

State control of marriage is Anachronism

Is official marriage beneficial?

Nudging couples

10. Extensions and objections

10. A Dozen Nudges

1. Give more Tomorrow

2. The charity paper card and tax deductions.

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3. The automatic tax returns.
4. stickk.com
5. Quit smoking without a patch
6. motorcycle helmets
7. crumpling seat-belts
8. Daring Health plan
9. dollar a day
10. Filters for air conditioners
11. No-bite mail pouch and Disulfiram
12. The civility check

17. objections

the slippery slope

Evil Nudgers and Bad Nudges

the right to be wrong

or punishment, redistribution, and choice

drawing lines and the publicity principle

Neutrality

why stop at libertarian paternalism?

18. The Real Third way

19. Bonus chapter: twenty more nudges.

1. The Eped
2. Smart meters.
3. Energy use and neighborhood comparison
4. An affordable home ~~energy~~ energy meter
5. Fight global warming through driver feedback.
6. Power-aware card
7. carbon labels
8. make-believe speed bumps.
9. Eliminate the dividing lines or show drivers a smile.

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10. Calorie count on New York City
11. Trayless cafeterias
12. A Japanese nudge against obesity
13. Prescription drug nudges
14. Pro crashinator's check
15. Put a stop to people who blabber on
16. Clear airlines seat pockets
17. Parking meters instead of panhandlers
18. Limos for would-be drunk drivers
19. Social intolerance in recycling
20. Urinals around the world

postscrips : November 2008

Nudges.

Bounded rationality
Self control
Social intolerance