

Research Method	Study	Sample	Application Area	Description	Heuristics	Choice architecture category	Choice architecture technique	Theoretical Perspective
1. Empirical								
Field experiment	Zarghamee et al. (2017)	328 students	Prosocial behavior	An opt-out default increased donations by about 25%. Additionally, talking about the charity and giving more info material nudges social and moral norms and increases donations	Satus quo bias and social norms	Decision structure	Change choice defaults	Prospect theory
	Gravert (2017)	156 mixed adults	Consumer choice	Members, who are reminded of their membership right before making the pricing decision adjust their price upwards, while there is no reac- tion from non-members.	Social and moral norms	Decision assistance	Provide reminders	-
	Miller et al. (2016)	71 elementary students	Health	Nudge food pre-orderings in schools to a more healthy choice and balanced meal by giving feedback during the decision-making process. Students who receive the nudge order significantly more vegetables and low-fat products	-	Combination	Make information visible; Provide social reference point; Provide reminders	Libertarian paternalism
	Cosmo and O'Hora (2017)	5000 US households	Sustainability	Decision feedback resulted in reduction of electricity costs. Households with greater education react to the information associated to the TOU tariffs slightly more than the average.	-	Combination	Make information visible; Change option-related effort; Provide reminders	-
	Mazar et al. (2018)	53.075 US households	Consumer choice	Planning prompts affect consumer behavior. Specifying more concrete timeframe for paying credit card debts increases likelihood for following intentions	-	Combination	Change option-related effort; Facilitate commitment	-
Survey	Jones et al. (2015)	approx. 500 US households	Finance	CARD act disclosures and additoinal information induces households to increase repayment amount	-	Decision information	Translate information, Make information visible	-
	Hilton et al. (2014)	887 students	Transportation	Nudge towards a more sustainable and environment friendly public transportation option. Taxes combined with social guidance nudge users towards the more sustainable option	Moral norms	Combination	Make information visible; Change option-related effort; Change option consequences	Reinforcement theory, Cognitive evaluation theory
	Basu and Savani (2017)	7 different survey conducted via MTurks. Each survey has approx. 200 participants	Consumer choice	People choosing among multiple options presented all together were more likely to select the optimal option than those choosing from the same options but presented one at a time	-	Combination	Make information visible; Change range or composition of options	Judgement under uncertainty
	Schneider et al. (2017)	299 adults	Security and privacy	Communication arguments can increase online verification conversions rates. But this depends heavily on the structure and framing of the argument (statement / motivation & label)	-	Combination	Translation of information, Change option consequences	Bounded rationality, Judgment under uncertainty, Model of argumentation, Regulatory focus theory
Case study	Guthrie et al. (2015)	-	Health	Information efforts make people more aware of food choices. Understanding and finding the right amount of information is still difficult	Norms	Decision information	Translate information; Make information visible; Provide social reference point	Libertarian paternalism, Health Belief Model