

Research Method	Study	Sample	Application Area	Description	Heuristics	Choice architecture category	Choice architecture technique	Theoretical Perspective
2. Non-empirical								
Conceptual	Cao et al. (2018)	-	Security and privacy	Sharing information among friends is mostly unregulated. A nudge to sensitize users is helpful if privacy is absolutely preferred	Social norms	Decision structure	Change option consequences	-
Literature review	Lades (2014)	-	Consumer Choice	Review factors that lead to impulsive choice behavior. How to build choice architectures that aim for more ethical decisions and less impulsive behavior	Social norms	Decisions assistance	Facilitate commitment	Theory of economic behavior
3. Diverse								
Literature review and conceptual	Yoo and Sarin (2018)	-	Consumer Choice	conceptual model on how to overcome ambiguity in product quality. Example: Quality of a product or service is difficult to estimate	-	Decision information	Translate information	-
	Münscher et al. (2016)	-	Consumer Choice	Classification of choice architecture techniques	-	-	-	Bounded rationality, Judgment under uncertainty
	Broniarczyk and Griffin (2014)	-	Consumer Choice	Several techniques can aid decision making such as: Preference Learning Tools, Product Filtering Tools, Comparison Tools, Recommendations, Defaults, Choice Delegation	-	-	-	Construal level theory
	Dolan et al. (2012)	-	-	In general a nudge should influence decision making process and make complex decisions easier	-	-	-	Libertarian paternalism, Prospect theory
Conceptual and survey	Gamliel and Peer (2017)	708 adults (MTurk)	Consumer Choice	Changing measures in fuel efficiency is a nudge that helps people make better judgements and improved decisions. However, nudge is difficult to implement. 75% of the people choose the less efficient car	-	Decision information	Translate information	-
Laboratory experiment and field experiment	Goswami and Urminsky (2016)	105 students, 3486 harvard alumni	Prosocial behavior	Nudging people towards higher charity donations. Default nudge cannot consistently increase funds raised	Status quo bias	Decision structure	Change choice defaults	Judgement under uncertainty
Laboratory experiment and survey	Steffel et al. (2016)	3 main studies with 363, 429 and 210 students	Security and privacy	Influence privacy decisions through default nudges. Default nudges should be made transparent. Results show that it's not easy to fully debias defaults. They still nudge the user	Status quo bias	Decision structure	Change choice defaults	Prospect theory
	Faralla et al. (2017)	135 students	Consumer Choice	Giving information about an "explicit penalty" (paying a fee if you take the money now) is a gentle nudge that leads to a focus on a more future-oriented future	-	Decision structure	Change option consequences	Prospect theory, Utility theory model of intertemporal choice
	Lembregts and Van Den Bergh (2019)	266 students	Consumer Choice	Expressing quantitative information about an unhealthy attribute in a more discretizing unit nudges consumers to the healthier option	Anchoring and adjustments	Decision information	Translate information	General evaluability theory
Laboratory experiment and survey and case study	Sleesman and Conlon (2017)	54 students for experiment 5000 adults for survey	Prosocial behavior	Nudge towards fairness and simple information can stimulate the willingness to pay or donate	Social norms	Decision information	Make information visible	Uncertainty theory