

Research Method	Study	Sample	Application Area	Description	Heuristics	Choice architecture category	Choice architecture technique	Theoretical Perspective
Laboratory experiment	Kretzer and Maedche (2018)	187 students	Business process management	In an enterprise setting, the the nudge in a recommendation systems allows employees to reuse existing resources more effectively.	Social norms	Decision information	Provide social reference point	Libertarian paternalism, Bounded rationality, Social cohesion, Social influence, Institutional isomorphism, Power in organizational hierachies
	Wang et al. (2018)	50. Million ratings	Consumer choice	Social influence is stronger for more popular items and for users with smaller friend networks. In addition, extremely negative and more recend friends' ratings tend to exert greater influence	Social norms	Decision information	Provide social reference point	Social influence
	Romero and Biswas (2016)	122 adults (MTurk)	Consumer choice	Nudging food choices based on option positionings. It is more likely to choose the healthy option when it is located on the left side	Primacy and recency effect	Decision structure	Change range or composition of options	Left & right stimuli, Body-specificity
	Watson et al. (2018)	250 students	Consumer choice	Nudges in the number of product reviews can lead to suboptimal decisions for consumers and an increase in choice deferral for brands and retailers	Social norms	Decision information	Make information visible; Provide social reference point	Prospect theory
	Huh et al. (2014)	54 students	Consumer choice	The choice of another person appears to create a social default option which creates choice mimicry	Social norms	Decision information	Provide social reference point	Social influence, Behavioral Mimicry
	Laran et al. (2018)	865 students	Health	Introducing a delay between activation of a nonconscious goal and an initial choice encourages pursuit of the nonconscious goal. The second choice is consistent with the goal	-	Decision assistance	Provide reminders	-
	Lee et al. (2014)	94 students	Consumer choice	Make better decisions based on product attributes, not only product image. Colorful images influence the choice	-	Decision information	Make information visible	Construal level theory
	Bruns et al. (2018)	498 students	Sustainability	Default options nudge users towards a higher contribution to carbon emissions. Furthermore the transparency (info message) does not influence the default and the nudge. So, default nudges can be transparent and effective, too	Status quo bias	Decision structure	Change choice defaults	Salience theory, Psychological reactance theory
	Yang et al. (2011)	165, 179 and 92 students	Consumer choice	Consumers are more likely to choose what brings the best consumption experience if they are provided with subjective "feel like" product attributes. Objective specifications cause friction and make the choice more complex	-	Decision information	Translate information, Make information visible	General evaluability theory
	Tietz et al. (2016)	40 mixed adults	Consumer choice	Nudge people towards a specific reward on crowdfunding platforms. Decoys increased the donations by appr. 11 %	Decoy effect	Decision structure	Change range or composition of options	Libertarian paternalism, Judgement under uncertainty, Prospect theory
	Langley et al. (2015)	184 US mothers	Health	Nudge people towards healthier behavior and a specific vaccination. The nudge is performed on a online forum. The result shows that accination decisions are not taken in social isolation	Norms	Decision information	Provide social reference point	Health Belief Model
	Székely and Weinmann (2016)	150 adults	Sustainability	Proposing higher levels of default payments, significantly increases the amount of carbon offset payments	Status quo bias	Decision structure	Change choice defaults	Bounded rationality, Judgment under uncertainty,
	Hummel et al. (2017)	800 adults	Consumer choice	Participatns can be nudged towards the Internet Channel when they are presented an individualized design feature	Norms	Decision information	Translate information, Provide social reference point	Libertarian paternalism
	Stryja et al. 2017	20 students	Consumer choice	Setting the sustainable innovation as default option has significant effect on its selection	Status quo bias	Decision structure	Change default options	Prospect theory, Speect act theory
	Eigenbrod and Janson (2018)	195 adults	Consumer choice	Thoughtful nudges lead to desirable consumer behavior in terms of retargeting. If nudges are not aligned with consumer needs, this can lead to increasing privacy concerns, cognitive overload and the fail of the retargeting strategy	-	Decision information	Make information visible, Provide social reference point	Libertarian paternalism, Psychological reactance theory