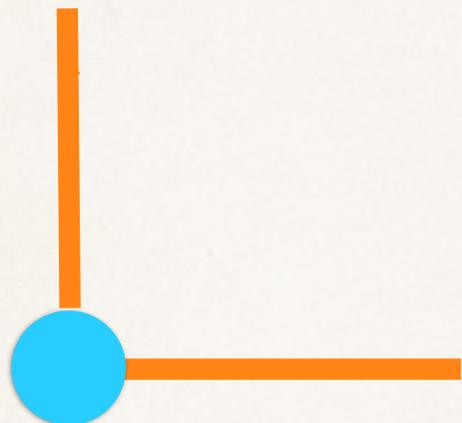


Small details



Big changes

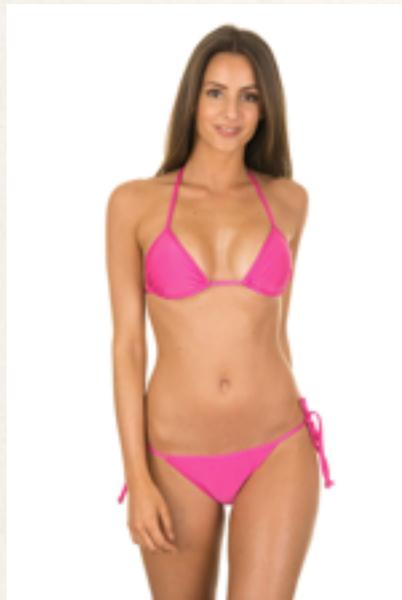
Big Visions



Big Visions



Big Visions



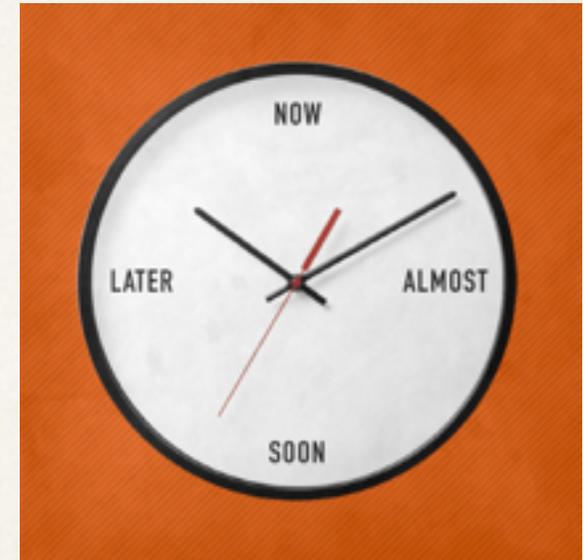
Reality



Reality



Reality



Now vs later

Desire



Now

Next
week

Next
year

Year &
week



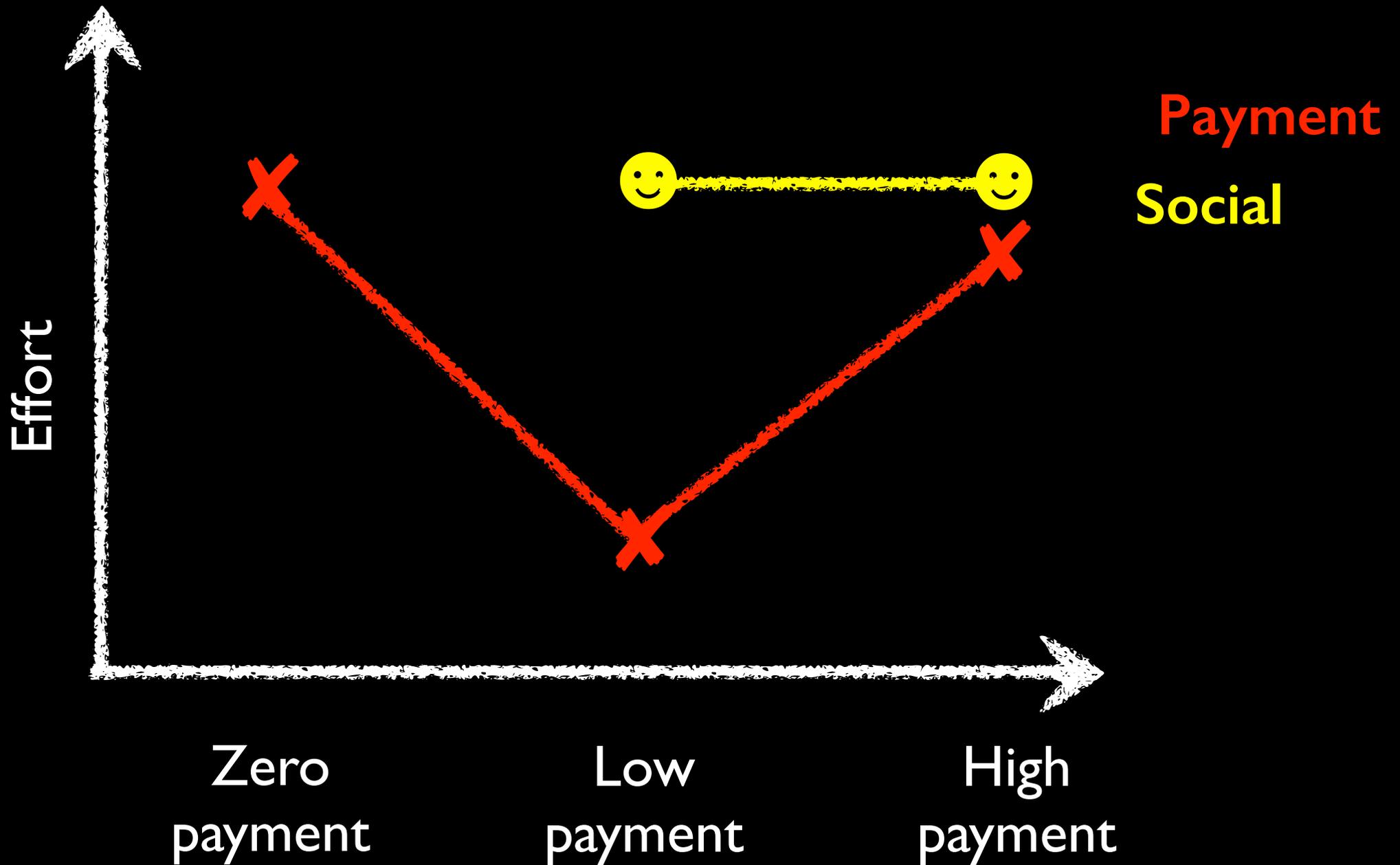
Good and bad news

Using Incentives to motivate
behavior

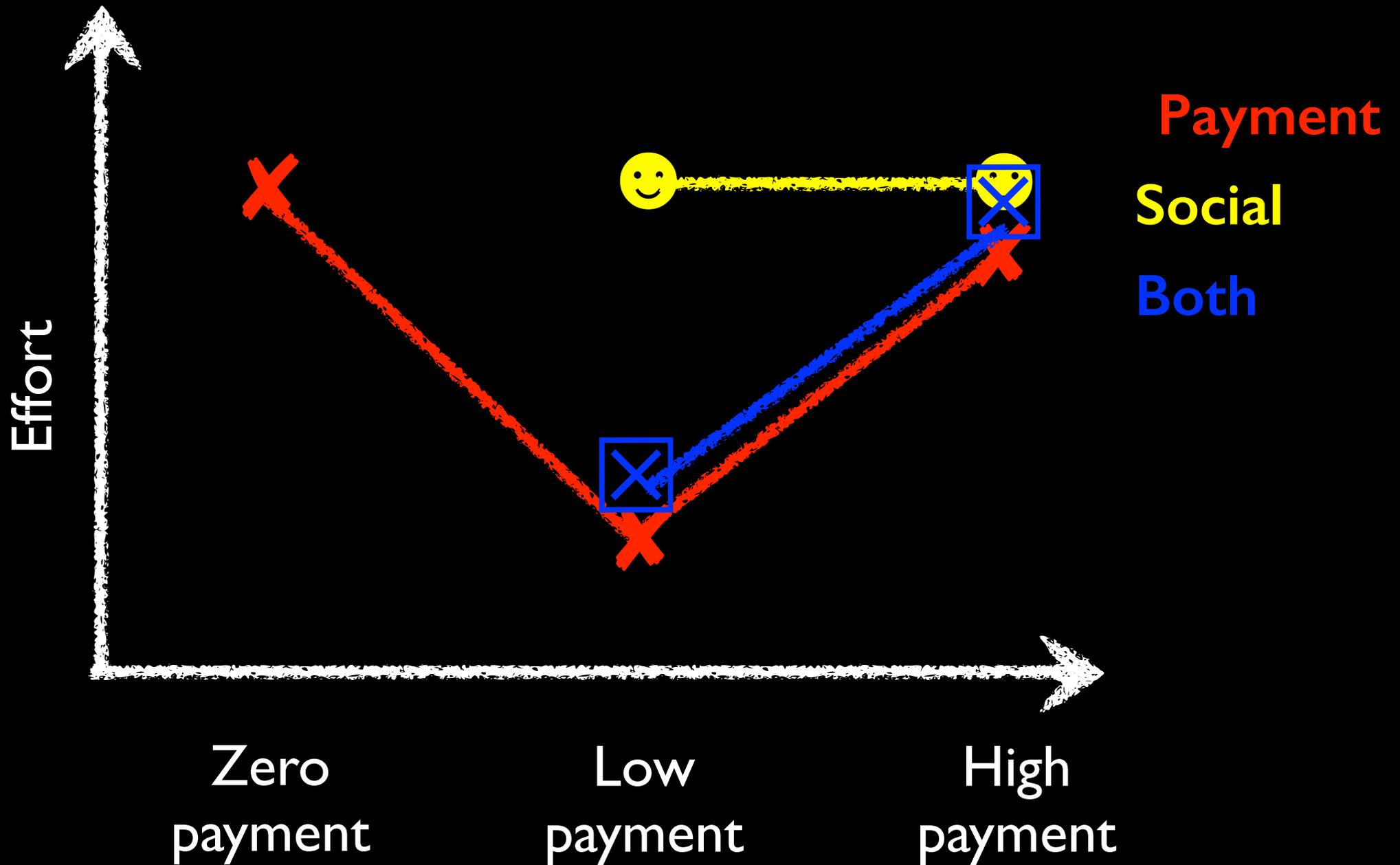
Results



Results



Results



Innovative solutions

IRRATIONAL LABS





Electricity reduction averaged between 10 and 11% for a six-week period, with one dorm in each school reducing electricity use by as much as 34%.

Go out with friends...or work?



Hacking at point of decision

Drivers activate their account

Set preferences on # of hours worked per week

Sign up on Wednesday for next week's hours

Get notified confirming their hours on Friday

Drive their hours

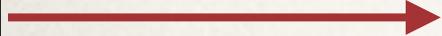
Get notified for how much they made two days later

If they want to pick up hours at any time, they can

Hacking

Drivers activate their account

Set preferences on # of hours worked per week



Sign up on Wednesday for next week's hours

Get notified confirming their hours on Friday

Drive their hours

Get notified for how much they made two days later

If they want to pick up hours at any time, they can

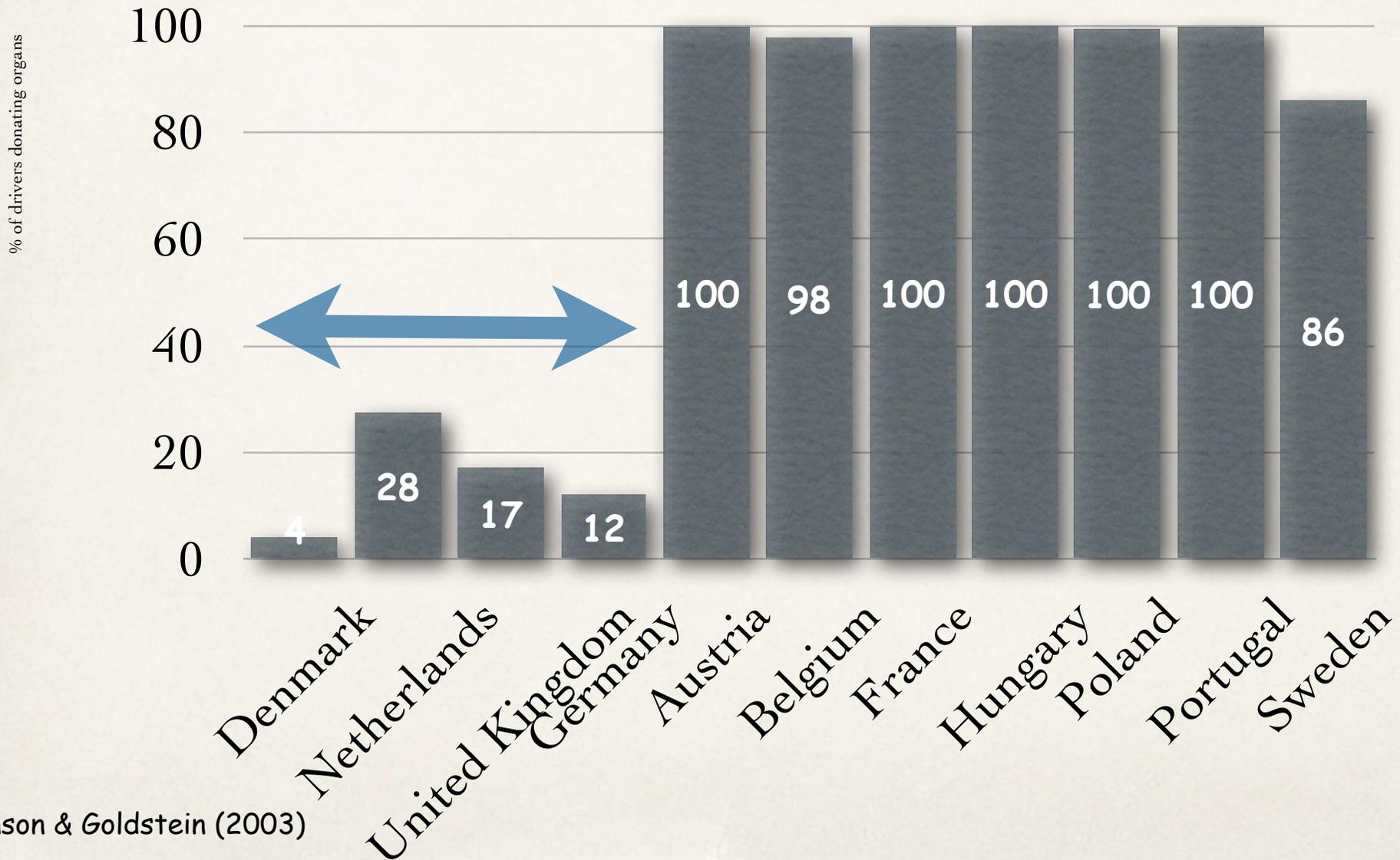


Bonus: Lotteries and regret
anticipation



Easiest way to shape the
environment is to understand
choice architecture

- ❖ if time...



Branded vs generics?

The Jam study



6 jams

24 jams

Approach

40%

60%

Try

1.4

1.5

Buy

30%

3%

Form A

Tom



Jerry



Form A

Tom



Jerry -



Jerry



Form A

Tom



Jerry -



Jerry,





People don't know their preferences. The environment determines this, we determine this

401k

More options?

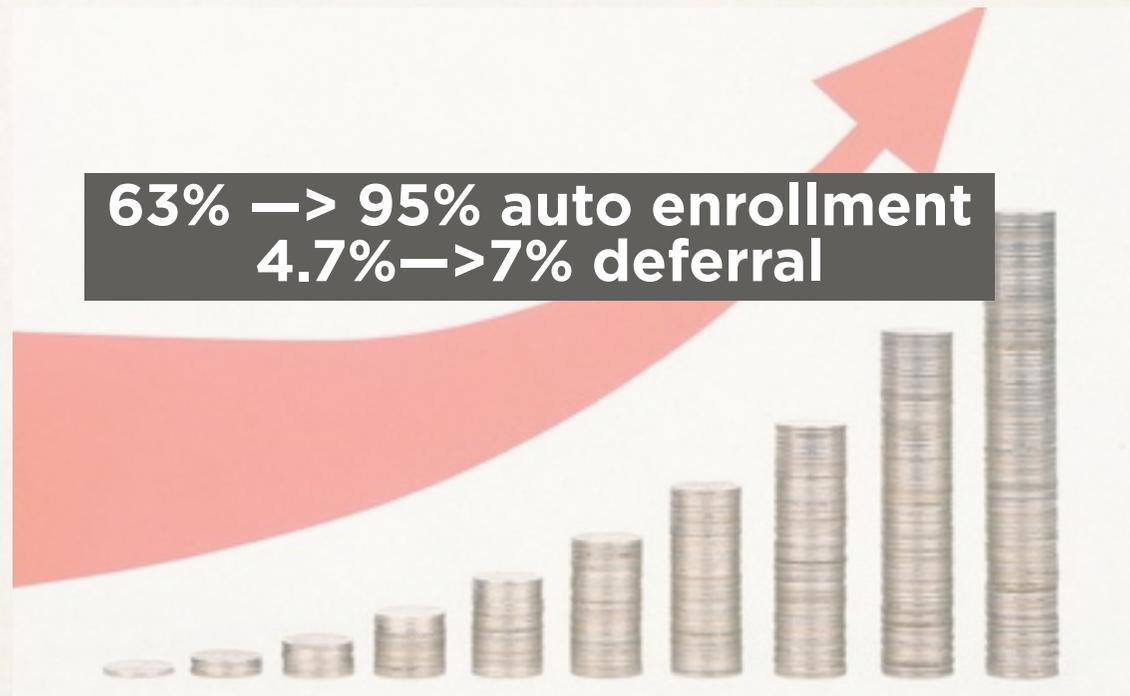
- ❖ People didn't participate: Participation dropped 2% for every 10 options offered.
- ❖ And made worse decision: As the number of mutual-fund options increased, people choose more money-market funds

More reminders?

Save more for tomorrow



Save more for tomorrow



How can this apply to benefits?

❖ end

Please write 3
reasons why you
love your
significant other

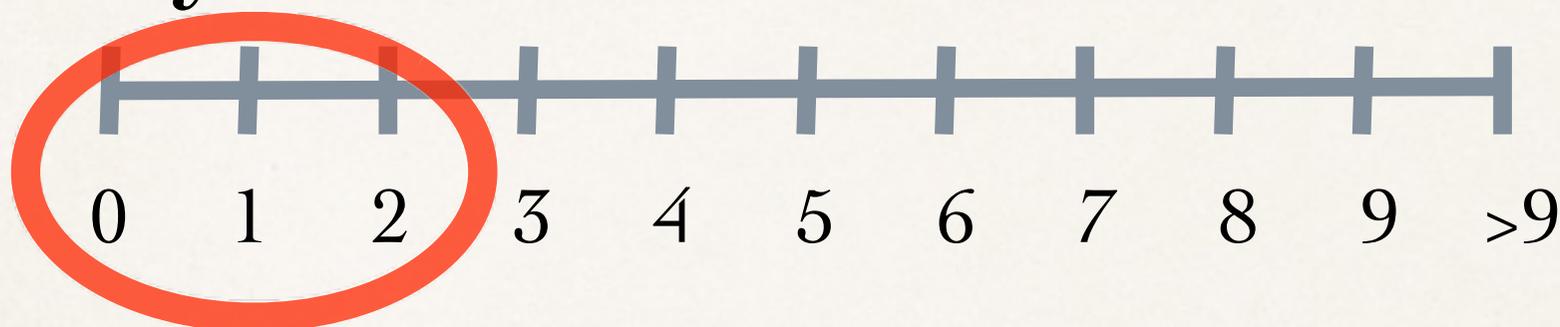
Please write 10
reasons why you
love your
significant other

Please write 3
reasons to buy a
BMW

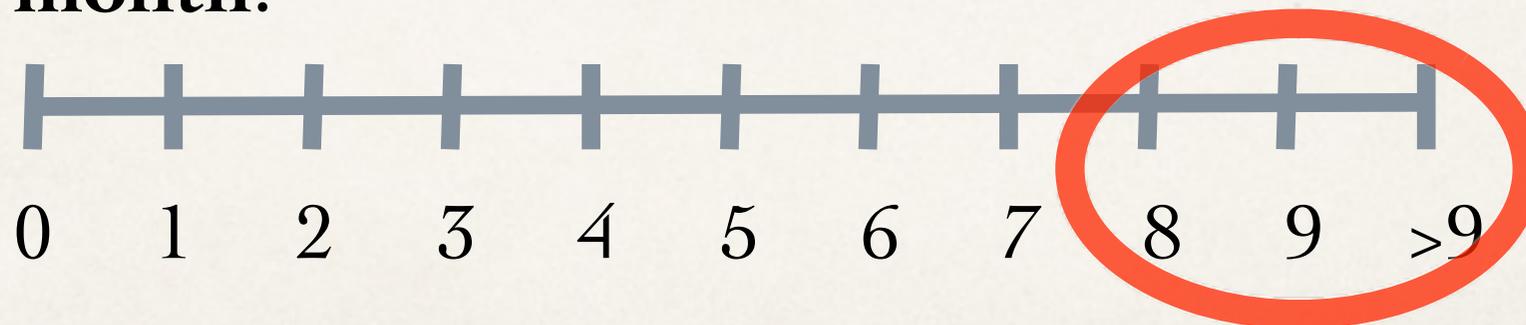
Please write 10
reasons to buy a
BMW

IRRATIONAL LABS

Indicate on the following scale how many times do you floss a **day**:

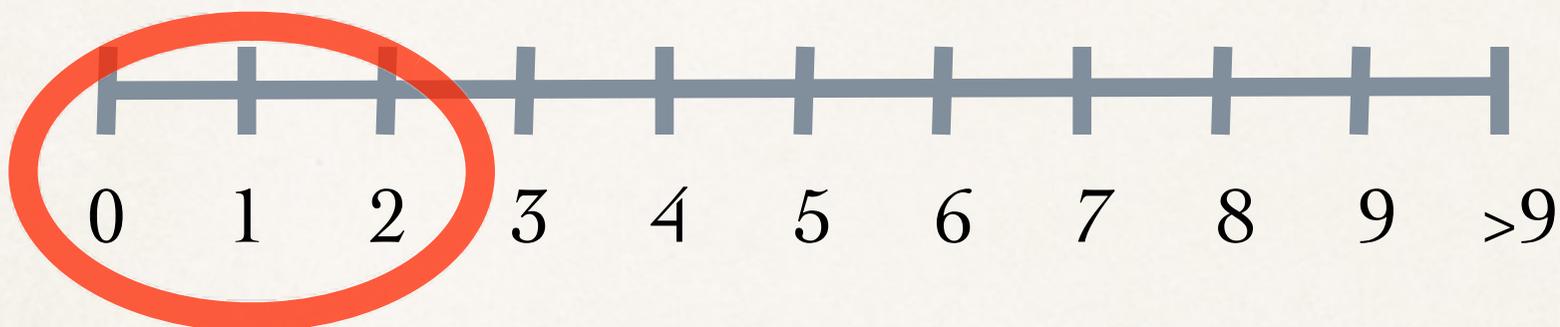


Indicate on the following scale how many times do you floss a **month**:



Should you call the dentist to make an appointment?

WHAT DO PEOPLE INFER



“I am below the norm”

“I am above the norm”

