



Nudging og det sunde foderevalg

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Sammenlæg: Grønne fodspor til de sundes spots i karntinen, små tallerkener ved buffeten og omsplånderer om dagens sunde kantinematid. Vi bliver taget i hånden, guidet, puffet og prikket i stigende grad af velvillige nudging, efterbaseret service og oplysning i vores hverdags. Og på madområdet: Det er nemlig ofte lettere og mere effektivt at ændre menneskers adfærd ved at ændre på deres omgivelser i dette indtag handler om nudging og det sunde foderevalg med udgangspunkt i den aktuelle bog 'Adfærd Design'. Bent Egberg Mikkelsen har bidraget med kapitlet om fødevarer. Indlægget forklarer om principper og giver eksempler på hvordan vi med små ændringer i omgivelserne kan skabe adfærdændringer.

Hvorfor skal vi overhovedet nudge?

So ein ding muss wir auch haben



Behavioural Insights Team

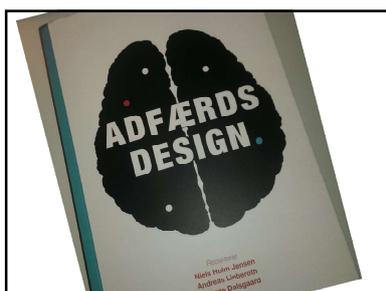
Obama's effort to nudge America

POLITIKEN Centret

Nordjylland

Nudging kan give os et sundere liv

SUNDHED: Psykologiske knæk kan få danskere til at leve sundere, uden rosulter og bang.

Hvad er nudging?

- Nudging**
hvad er tilladt?
- Må vi bruge forbud i nudging?
 - Eller prisregulering?
 - Må vi narre folk?
 - Skal vi fortælle hvad vi gør?
 - Og bliver de ved at virke?
 - Og på samme måde for alle?

Er nudging en teori, et koncept eller noget tredje?



Air NZ

- <https://www.youtube.com/watch?v=qOw44VFNk8Y>

Virgin

- https://www.youtube.com/watch?v=eyygn8HFTCo&feature=player_embedded

United

- https://www.youtube.com/watch?v=WqAAQ0ZZMyw&feature=player_embedded

En lille smule nudge teori

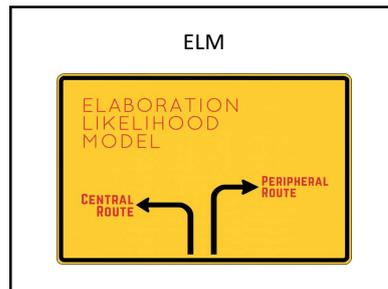
Hard & soft power

Power is the ability to influence the behavior of others to get a desired outcome. There are several ways:

- Coercing with threats
- Induce with payments
- Attract and co-opt them to want what you want.

Soft power is about getting others to want the outcomes you want – co-opts people rather than coerces them.

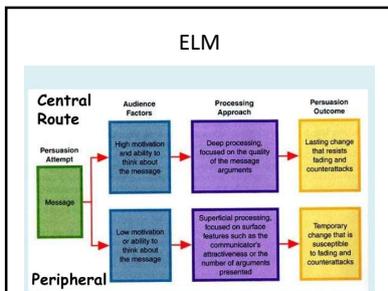
- Can be contrasted with 'hard power', which is the use of coercion and payment.



Sex, drugs & rock'n roll

Elaboration Likelihood Model
Petty and Cacioppo (1979)

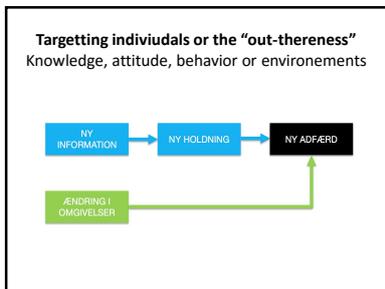
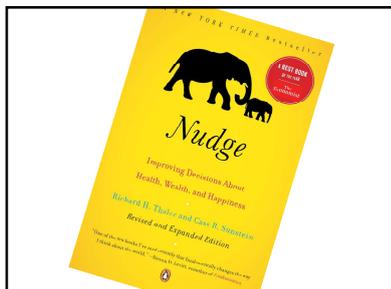
<p>Central Path (Thinking-logical)</p> <p>Motivation and Ability</p> <ol style="list-style-type: none"> 1. I need a car 2. The price is great 3. High-Performance 4. Top car of the year <p>David</p>		<p>Peripheral Path (Cues - Fear, Desire)</p> <ol style="list-style-type: none"> 1. I just need a car 2. Sexy girls 3. I can pay 3. This is the car for me <p>Tom</p>
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Fast and slow thinking

- System 1 Intuitive & fast
- System 2 Rational & slow

A bat and a ball cost a dollar and ten cents in total. The bat costs a dollar more than the ball. How much does the ball cost?

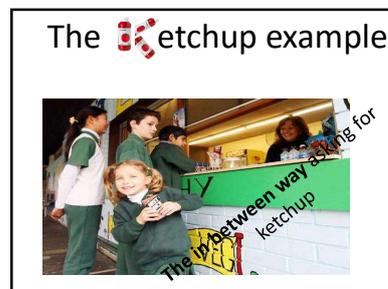
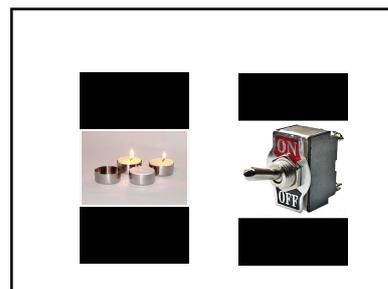


Default

omgivelserne er aldrig tilfældige
Nogen har altid valgt for os

Eksempel

- Bestilling af tilkøb til flybilletter



Typer af nudges

Priming the Florida effect

behaviour shaped by previous experiences

Given: Any random words

Given: Forgetful Florida, bald, gray, wrinkles

Arrange

Faster Walk Slower

Bargh et al 1996

Priming i praksis

Den Økologiske kantine

"eksponeringen med een stimulus påvirker responsen fra en anden stimulus"

Klötzl, W. and Wolff, P. (1995). The effect of a masked stimulus on the response to the masking stimulus. *Psychological Research*, 58(2), pp.92-101.

Portion size distortions

The Ebbinghaus-Titchener & Delbouf illusions

Accessibility

location matters

Social influence

Mænd og mænd/kvinder og mænd

- Kvinder spiser mindre i selskab med mænd end i selskab med andre kvinder
- Og mænd spiser mere sammen med kvinder

Method: 100 women and 100 men were randomly assigned to either eating alone or eating with a male or female partner. They were then asked to eat as much as they wanted from a buffet. The results showed that women ate less when eating with a male partner than when eating with a female partner. Men ate more when eating with a female partner than when eating with a male partner.

Eating Heavily: Men Eat More in the Company of Women. Kniffin, K.M., Sigel, O., & Wansink, B. *Evolutionary Psychological Science* (2016) 2: 28. doi:10.1007/s40806-015-0035-3