

Nudging og det sunde fødevarevalg
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8. maj 2017, FolkeUniversitetet

Sammendrag: Fodspor til den offentlig skrældepande, små tallerkener ved buffeten, sociale hints om frugt og grønt og sms-påmindelser om 6 om dagen. Vi pufes, guides og priskes i stigende grad af dogt tilretlagte nudges, intervensjoner og anbefalinger i vores virddag. Det er dog ikke en god idé at der er et forstørrelse, at det ofte er lettere at gøre anden end at overholde et standard. Det centrale i denne omgangskort i dette indlæg er fokus på det Nudging og det sunde fødevarevalg med udgangspunkt i den nyligt udkomne bog Adfærdssigna

Nudging

hvað 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?

Program

- Intro. Velkommen i bekymringsindustrien
- Nudge og reguleringsparadigmer
- Eksempler på fødevarenugetudes
- Hvis marketing må så må social markering osse
- Pause
- Hvad kan DU så gøre
- Typer af nudges
- Hvad er en grundindstillingen/en default
- Resultater
- Konklusion



Men vi undgår ikke skatter!

Key to a successful health related food tax

- Taxing a wide range of unhealthy foods or nutrients is likely to result in greater health benefits than would accrue from narrow taxes; although the strongest evidence base is for a tax on sugar sweetened beverages.
- Taxation needs to be at least 20% to have a significant effect on obesity and cardiovascular disease
- Taxes on unhealthy foods should ideally be combined with subsidies on healthy foods such as fruit and vegetables

Myton, D, Cleere, D & Rayner, M. Taxing unhealthy food and drinks to improve health: what the evidence is and what it means for taxes on unhealthy food and drink, but will they improve health? BMJ 2012; 344: e3712

Hvad kan vi blive enige om?

Adfærdsregulering på fødevareområdet er sjældent valg af det mest effektive

"The PorGrow study shows that asking a broad range of stakeholders leave with few "all can agree on" options. School feeding and campaigns being some of them

Hollis-Wright, M., V. Barnett, and F. Delpeuch. "Stakeholder View on Policy Options for Responding to the Growing Challenge. From Obesity in France: Findings From the Porgrow Project." Obesity Reviews 8 Suppl 2 (2007): S3-61.

Vi drikker sodavand til morgenmaden

Onsdag d. 18. jul. 2012 kl. 15:34 af Anne Schøning Christensen, anscc@tv2.dk

Preventive strategies three levels

Type	Content	Examples	Theoretical foundations	Characteristics
Individual	Counselling	Behavioral modification	Modelling Vicarious learning Rewarding etc	High costs
Mass stakeholders	Campaigns		Marketing, ELM, KAB	Only affecting those already in low risk
Structural prevention	Menu board Labelling, Choice architectures, Space management Taxation	Explicit, regulation Implicit , nudging	SEM, SCT, Dual process theories Politically sensitive Revenue AND benefits	Affecting a broad audience. Politically sensitive

Hvorfor Nudge?

Hvorfor Nudge?

"Det er lettere at ændre på omgivelserne end at ændre på adfærd"

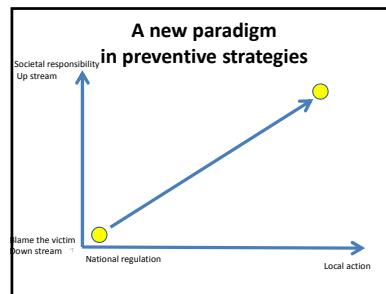
Interview med Brian Wansink

Mikkelsen, BE: Er nudging og intelligent afdærridesign den smarte vej til sundere spisning? I Antologi om afdærridesign. Edited by Jensen, NH.

Nuffield Intervention ladder			
Titel	Type	Aktion	Eksampel
1) Forbud		Fretter sig administreret forbud mod sigt af vedkommende	Indfører sig administreret forbud mod sigt af vedkommende
2) Besværgelse	Besværgelse	Fremsæt et enkelt valg ved hjælp af teknikken "lure og tilbøjelighed"	Ødelægger et valg ved hjælp af teknikken "lure og tilbøjelighed"
3) Begivenhedsvis		Fremsæt et enkelt valg ved hjælp af teknikken "lure og tilbøjelighed"	Fremsæt et enkelt valg ved hjælp af teknikken "lure og tilbøjelighed"
4) Standardisering		Fremsæt et enkelt valg ved hjælp af teknikken "lure og tilbøjelighed"	Fremsæt et enkelt valg ved hjælp af teknikken "lure og tilbøjelighed"
5) Tilskyndelse	Tilskyndelse	Fremsæt et enkelt valg ved hjælp af teknikken "lure og tilbøjelighed"	Fremsæt et enkelt valg ved hjælp af teknikken "lure og tilbøjelighed"
6) Standardiseret standard		Fremsæt et enkelt valg ved hjælp af teknikken "lure og tilbøjelighed"	Fremsæt et enkelt valg ved hjælp af teknikken "lure og tilbøjelighed"
7) Vægtskifte	ge vægt muligt	Fremsæt et enkelt valg ved hjælp af teknikken "lure og tilbøjelighed"	Fremsæt et enkelt valg ved hjælp af teknikken "lure og tilbøjelighed"
8) Information	Informere om valg	Fremsæt et enkelt valg ved hjælp af teknikken "lure og tilbøjelighed"	Fremsæt et enkelt valg ved hjælp af teknikken "lure og tilbøjelighed"
9) Persuasjion	Persuasjion af medstyrke	Fremsæt et enkelt valg ved hjælp af teknikken "lure og tilbøjelighed"	Fremsæt et enkelt valg ved hjælp af teknikken "lure og tilbøjelighed"

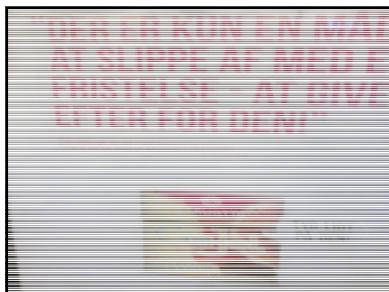
Mikkelsen, BE: Er nudging og intelligent afdærridesign den smarte vej til sundere spisning? I Antologi om afdærridesign. Edited by Jensen, NH.

Prevention and health promotion Downstream or upstream?



Nudge

Når de må så må vi osse
Et frisk pust i den sociale marketing



The four 4 P's

- Product
- Price
- Promotion
- Placement

McCarthy, Jerome E. (1964). *Basic Marketing: A Managerial Approach*. Homewood, IL: Irwin.

Science of persuasion

- Reciprocity. Tendency to return favors
- Commitment. Likelihood of honoring agreements
- Social Proof. Do things that others are doing
- Authority. Tendency to obey authority figures/modelling/vicarious learning
- Liking. Persuasion by people we like.
- Scarcity. The "limited time only" trick

Cialdini, R. B. (2001). *Influence: Science and practice* (4th ed.). Boston: Allyn & Bacon

Science of persuasion

Two routes

- **Elaboration likelihood model (ELM)** a model of how attitudes are formed and changed
- The idea of an “elaboration continuum” is introduced
- Ranges from **low elaboration** (low thought) to **high elaboration** (high thought).
- **Peripheral route:** Emotional appeals—fear, humor, and sex—and compared their impact with. Uses preexisting ideas and superficial qualities to be persuaded
- **Central route:** Central, rational, logic, information. Rational appeals such as comparison, gain/loss, and one or two sided (Hornikx and O’Keefe 2009).

Richard E. Petty & John Cacioppo in the early nineteen eighties

Sex, drugs & rock’n roll

Elaboration Likelihood Model Petty and Wegener (1979) Motivation and Ability

Central Path (Thinking logical)

1. I need a car
2. The price is great
3. High-Performance
4. Top car of the year

Peripheral Path (Cues - Fear, Desire)

1. Just need a car
2. Sexy girls
3. I can pay
4. This is the car for me

Inducing consumption

Inducing consumption

Examples of nudges

- Appearance (how things look)
- Anchoring (to set high price, amount, goal, compare everything subsequent with that)
- What others are doing (collectivity)
- Variety (affluence)
- Novelty (something is new)
- Bogoffs (Buy1Get1ForFree)
- Brand (logos etc)
- Prices

Lobstein, EUPHA, 2013; Fat Crisis

**6 eksempler
Kan vi designe et sundere valglandskab**

Example 1

Obscurity as a nudge

example experiment from AAU

Table 1. Individual frequencies for control and intervention.

	Number of subjects	SPF value	Adjusted SPF value		
Charging default	98	77	10	0,80	1,30
Default control	115	81	61	0,70	1,21

Note: The table shows how many subjects chose the default and how many subjects chose the alternative in the intervention and control groups. The relative butter consumption was adjusted for butter intake in the control group. The SPF value is based on the assumption that butter intake remains constant. The adjusted SPF value is based on the assumption that butter intake increases by 10% when the butter consumption is increased by 10%. The SPF value is expressed as follows: Do the 10 subjects that increased their butter consumption by 10% also increase their butter intake by 10%? The SPF value is calculated as 10/(10+10) = 0,50. The adjusted SPF value is calculated as 10/(10+10+10) = 0,33. The adjusted SPF value is based on the assumption that the effect is still relevant to measure among butter users. On the reduced sample the SPF value is 0,33/(0,33+1,21) = 0,22. The adjusted SPF value is 0,33/(0,33+1,21+1,21) = 0,17. The adjusted SPF value is 0,33/(0,33+1,21+1,21+1,21) = 0,14.

Example 2

Visibility vs. obscurity

The AAU CABI SBB study

Nudge intervention	Location	Status of HEALTHY	Choices and desire
For three weeks			Red

WEEK 1

Figures 8: total sales week 1
Week 1
Week 3
Beverage restructured
cereal with branched oil

WEEK 2

Figures 9: total sales week 2
Week 1
Week 3
Beverage restructured

WEEK 3

Figures 10: total sales week 3
Week 1
Week 2
Beverage restructured

Ekdahl, L. 2016

Example 3

Visibility & Repeated Exposure

The UpScale nudge study

- 4,2 styk flere sunde snacks per dag i uge 2 i forhold til normalugen. Der var en markant positiv effekt på salget af Grab ‘N Go poser når de blev gjort synlige
- 4,5 flere sunde snacks per dag i uge 3 i forhold til normalugen. Positiv effekt på salget af Grab ‘N Go poser når disse placeredes ved kassen og når eleverne blev eksponeret for poserne flere gange

Example 4

Endre portionstørrelse

Sættes kage i mindre stykker/slik i mindre pakker

- Der bliver solgt flere stykker – MEN i alt indtager færre kalorier

Subjects: 500 Danish business executives and managers
Setting: – every day 7th of January in Copenhagen opera.

THE SMALLER THE PIECE THE HEALTHIER CONSUMPTION IS: A CHOICE FOR SMALLER PORTIONS REDUCES ENERGY-DENSE NUTRITION-DENSE SNACKS. Shavat, V., Salmerón, Z., P. Gullberg Hansen, M., K. Lund Skov, D., Löcking, M., Mikkelsen, T., & A. Pérez-Cueto, Ann Nutr Metab 2013; 59(Suppl 1): 1-196

Example 3

Synlighed og gentagen eksponering

- 4,2 styk flere sunde snacks per dag i uge 2 i forhold til normalugen. Der var en markant positiv effekt på salget af Grab 'N Go poser når de blev gjort synlige
- 4,5 flere sunde snacks per dag i uge 3 i forhold til normalugen. Positiv effekt på salget af Grab 'N Go poser når disse placeredes ved kassen og når eleverne blev eksponeret for poserne flere gange

Example 4

Endre portionsstørrelse

Sætte kage i mindre stykker/slik i mindre pakker

- Der bliver solgt flere stykker = MEN i alt indtager færre kalorier

Subjects: 500 Danish business executives and managers
Setting: 1 day after 27th of January in Copenhagen opera.

THE SMALLER THE PRICE THE HEALTHIER CONSUMPTION – A CHOICE ARCHITECTURAL DESIGN AND VISUAL NUTRITION. Robens, M., M. H. Hansen, & S. Gudmand-Høyer. 2013. *Food Quality and Preference*, 27, 1, 1-13. doi:10.1016/j.foodqual.2012.09.002

Example 5

Nudging i supermarkeder

Example 6

Hey U – SocioNux

Den personligt/sociale nudge

1. Subject enters into Outer Microspace, which is a public space where the subject is part of a microculture creating micro games to have a chance to win. 2. Individual enters into GameSpace or direct mode (RS) in Microspace. In the first case it's similar with regular game and keep track of the score. In the second case it's a more individualized learning experience where the subject can choose what he wants to learn about healthy eating.

Example

Hvad kan du
så selv gøre?

Hvad kan DU gøre

Create strategies: Your heuristics

ACTION PLAN

Skab handle strategier

Syntax: [Hvis x indtræffer vil jeg gøre y]

"Zones of alert" = situationer og omgivelser hvor erfaringsmæssigt handler forkert. Lav nye forskrifter for dem. Gør handlemuligheder klare på forhånd.

Jvf "fast thinking" og "slow thinking" – "klar" eller "for sent".

"Hvis jeg bliver budt på dessert så vil jeg i stedet bede om ost"

"Hvis jeg bliver budt på chips så vil jeg i stedet bede om nødder"

"Eller hvis jeg bliver budt på en øl vil jeg bede om en juice"

ACTION PLAN

Positionering og nemhed

Når glasset står på bordet vil vi typisk hædne mindre i det, end hvis vi holder det i hånden. Tænk på det næste gang du går til reception.

- Vi har en tendens til at tage mere, hvis det er nemt at nå fødevarerne. Hvis du gerne vil ende med at spise mere grønt, så anret det så det er tæt på dig.
- Afstand er vigtig. Servering fra komfuret eller køkkenbordet har en tendens til at ned sætte indtag i forhold til hvis maden står på bordet. Tænk på det næste gang du holder lang søndag morgen og lader maden være nemt tilgængelig i længere tid.
- Gør det igen og igen. Gentagen eksponering med en fødevarer på "forbrugerrejsen" har en tendens til at øge indtaget.

Mikkelsen, B.: Er nudging et intelligent udformingsdesigns smarte vej til sundere spisning? Kapat i den danske arvetring om nudging og udformning. Tilført: Stine Breda Jensen, 2012

ACTION PLAN

Størrelse & farve

- Tallerkenstørrelse**. Store tallerkener giver store portioner. Vi spiser betydeligt mindre af en 25-cm tallerken end af en 30 cm-tallerken.
- Bestikstørrelse**. Større sker giver større portioner. Serveringsskernes størrelse har betydning. Vi tager typisk mindre med en lille serveringsskje.
- Farve**. Det tyder på at vi spiser mere, når tallerkenens farve matcher maden.

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**Appetit synes at være relativ
"20% reglen"**

ACTION PLAN

- Appetit er ikke en absolut størrelse. Studier har vist, at man kan spise betydeligt mindre uden at bemærke det. Grænsen antages at ligge omkring 20 %.
- Spiser man således 30 % mindre, vil det bemærkes, mens de 20 % ikke bemærkes. Det kan man udnytte ved at anrette 20 procent mindre på sin tallerken, end det man tror man har lyst til at spise. De 20 sparede procent kan man så med fordel erstatte med frugt og grønt.

Mikkelsen, BB: Er nudging og intelligent udlandesdesign den smarte vej til sundere spisning? Kapitel i den danske antologi om nudging og udlandesdesign. Editor: Niels Holm Jensen, 2016

**Overflod
Abundance**

ACTION PLAN

- Mangfoldighed og variation øger generelt indtaget.
- Det kan du udnytte ved at servere flere forskellige frugter eller grøntsager.
- Men det betyder også at overflod af usunde ting vil øge indtaget

Mikkelsen, BB: Er nudging og intelligent udlandesdesign den smarte vej til sundere spisning? Kapitel i den danske antologi om nudging og udlandesdesign. Editor: Niels Holm Jensen, 2016

**Hvad kan DU gøre
Portionsstørrelse, Synlighed**

ACTION PLAN

Portionsstørrelse

- Udskærne stykker. Gør du det nemmere at tage frugt i mindre hapevenlige stykker øger da sandsynligvis indtaget af frugt.
- Mindre stykker. Skærer du kager i mindre stykker gør det samtidig muligt at tage mindre på en nem måde. Uden at skulle levne

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Synlighed

ACTION PLAN

- Øjenhøjde. Marketing industrien har længe brugt placering i øjenhøjde øger salget. Det samme gør d-placering af varer i et supermarked. Du kan selv skabe samme synlighed ved at placere dig frem med de fødevarer du vil have fokus på.
- Benhøjde. Det omvendte af øjenhøjde – benhøjde kan du udnytte ved at placere varer der skal tages mindre af den højde.
- Sløringsfolie. Du kan relativt nemt gøre fødevarer mindre synlige ikke bare ved at flytte dem ud af øjenhøjde men også ved at sløre dem. Ikke fjerne dem, men kun gøre dem mindre synlige. Sløringsfolie på drikkevandskåleren er et godt eksempel

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**Hvad kan DU gøre
Banquet & buffet**

ACTION PLAN

- Når du spiser mad der skaber naturlige rester som f.eks. ben fra kød, så vil du have en tendens til at spise mere, hvis du ikke kan se benene.
- Det er det farlige ved buffet systemer hvor tjenerne løbende fjerner dine brugte tallerkener – og skærer op i dit glas.
- Gør overdriven spisning til en anstrengelse, ikke en vane. Lad serveringsfæde stå i køkkenet eller på separat servéringsbord. Anbring fristende madvarer ubekvemme steder.
- Hvem siger at dit køleskab skal være åbent 24/7? Eller at det skal stå på det mest tilgængelige sted i køkkenet.
- Undgå buffet, ad libitum og all inclusive. Masser af studier har vist at overflod i kombination med tilgængelighed øger indtaget. Vælg a la carte og undgå all inclusive på charterrejsen

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**Sociale strategier
gøre hvad de andre gør?**

ACTION PLAN

- Gør hvad de andre gør. Du har en tendens til at gøre hvad andre gør – det sociale nudge. Det kan du bruge i dagligdagen ved at skabe forbillede for andre.
- Sig til andre hvad dine mål er. Har du først meldt ud at du tager frugt til dessert at det svært at tage chokolade mousse.

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Wansinks 5 Nudges To Get Kids Better At School

ACTION PLAN

- As soon as you say "you have to do something, you will experience it's resistance," says [Caitlin Ross](#), B.I.N.'s manager. "The schools are offering good [food], it's not that it's not available. It's that students are not choosing to eat it and consume it."
- Below are a few ideas B.I.N. suggests, based on its research.
- **Highlight fruit:** Remind students that putting fruit in a nice bowl can double the likelihood that students will choose it. "The easiest [nudge] for most schools is to highlight what fruit by putting it in an attractive bowl in a highly visible area, next to a register for example, or in an area where every student has to pass by it. This is something that is very easy to implement and it can make a difference," says Ross. When Cornell researcher Brian Wansink bought a cheap T.V. and put it in a wire bowl, the [nudges were effective](#).
- **Reposition the chocolate milk:** Another easy way to encourage fruits and vegetables is to make them sound more exciting. So, instead of "carrots," we call them "[Team Vision Carrots](#)." Or instead of a plain old "spinach," just "Super Strength Spinach." Again, B.I.N. research shows that the can almost double the consumption of healthy items.
- **Better packaging choices:** which would be cruel, B.I.N. instead recommends putting it in the back of the school cafeteria so when school A students purchase a healthy meal, they are less likely to purchase white milk by itself. "The kids who want the chocolate milk are not going to care if they don't care are more likely to fall into what's convenient," says says.
- **Bundle healthy options:** Schools can think about up-selling healthy options. So, when a student decides on pizza, it can say "you know you can get a salad to go with that pizza?" or "would you like a side of fruit?" This can encourage healthy eating by offering fruit instead of chips at places where food is sold, so kids don't just snack on junk outside the cafeteria.
- **Offer trays:** Research from Cornell shows that offering trays makes students more likely to choose healthy options. How? "Using a tray less reduces the amount of fresh fruit and vegetables that people take because of the juggling factor. When we removed the tray, people ate more likely to grab those convenient foods that are prepackaged."

• PAUSE

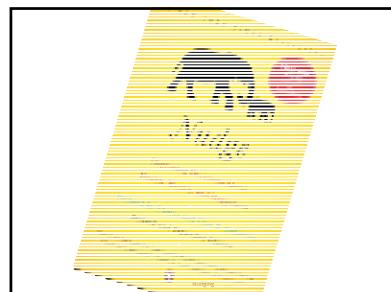
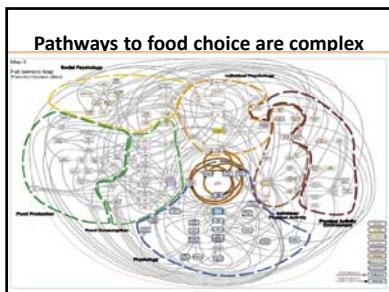
**Transport –
en legeplads
designeradfærd**

Air NZ

United

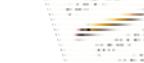
- https://www.youtube.com/watch?v=WqAAQ0ZZMyw&feature=player_embedded

En smule teori og lidt konceptuelt



- 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?



Dual brain processes	
Traditional	"Nudging"
Reflexive	Non reflexive
Explicit	Implicit
Cognitive	Non cognitive
Slow	Fast
Non automatic	Automatic
Brain based	Bodily embedded
Rational	Non rational
Self-aware	Unconscious
Controlled	Non-controlled
Effortfull	Effortless
Deductive	Associative
Rule-following	Skilled

A photograph of a woman with long dark hair, wearing a red short-sleeved top and a yellow pencil skirt. She is leaning into the open driver-side door of a white car, looking inside. The background is blurred, suggesting an outdoor setting.

Example from car industry
Forførende fornuftig?
Seductive sensible?

- Girls in car adds is nothing new
- But this is different:
<http://www.youtube.com/watch?v=wshLjzAYcik&NR=1&feature=endscreen>

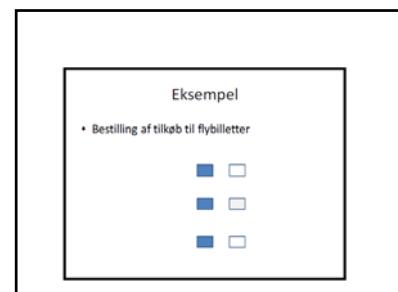
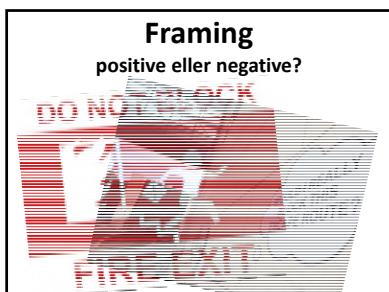
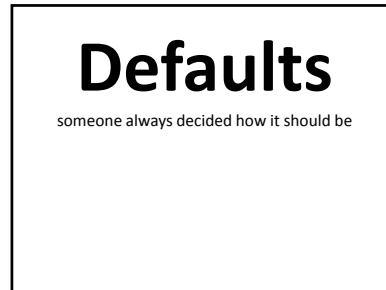
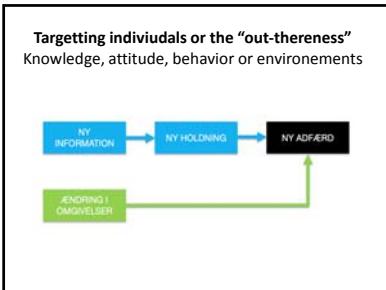
The teen brain "shuts down" when it hears mom's criticism

Based on research by Daniel Siegel, MD, and Tina G. Goleman, PhD, Department of Psychiatry, University of California, Los Angeles, and Department of Psychology, New York University, and from the book *Parenting From the Inside Out* by Daniel Siegel, MD, and Tina G. Goleman, PhD.

CAUTION

When parents criticize their teenagers, the teen brain "shuts down" and becomes less responsive to maternal criticism, according to new research. This may explain why teenagers often ignore or dismiss their parents' comments, even when they are well-intended. The findings also suggest that parents can be more effective if they offer positive reinforcement and encouragement rather than negative feedback.

Abstract: Parental criticism can have positive and negative effects on children's and adolescents' behavior; yet, it is unclear how youth react to, understand and process parental criticism. We proposed that the brain's response to negative feedback may differ between children and adults. We found the following: when examining the brain activity of 14- to 17-year-olds, we found that most adolescents had a reduced response to maternal criticism compared to adults. This was associated with both emotional and social processes of paternal criticism, which may reflect an adolescent's typically valid and important need for autonomy. In contrast, adults showed a greater response to maternal criticism, critical, prating and negative statements. This response to maternal criticism, which has been increased in adults, may be related to the increased activity in the amygdala (a brain structure involved in emotional processing) and decreased activity in cognitive control networks (e.g., dorsolateral prefrontal cortex and posterior insula), but decreased activity in cognitive control networks (e.g., dorsolateral prefrontal cortex and posterior cingulate cortex/precuneus). These results suggest that youth may respond to maternal criticism differently than adults, and that this may affect the way they process information and emotional processing. A better understanding of children's responses to parental criticism may provide insights into the ways that parental feedback can be modified to be more helpful to behavior and development in youth.



Typer af nudges



Portion size distortions
The Ebbinghaus-Titchener & Delboeuf illusions

Accessibility
location matters

Social influence

Social norming

- *Descriptive social norms*. What I think **others will do**
- *Prescriptive social norms*. What I believe **others think and believe**
- *Subjective social norms*. What **important people in my life think and believe**
- Role modelling/Vicarious learning
- Peer pressuring

Hey, Juliette, maybe take some of that for yourself ☺

A woman's choice of food is influenced by the gender of her dining companions. Two women eating together consumed an average of 665 calories each.

- Male and female pair the woman opted for just over 550 calories.
- Women dinning in larger groups without men consumed almost 800.
- Men seem to eat the same amount regardless of their dining partners; a little over 715 calories on average.

Young, M., Mizrahi, M., Mai, N., Srinivasan, A., & Wilson, M. (2005). Food for thought: What you eat depends on your sex and eating companions. *Appetite*. DOI: [10.1016/j.appet.2005.02.012](https://doi.org/10.1016/j.appet.2005.02.012)

Dual process theories challenge the traditional rationality of models of health behavioural (MHB)

- HBM
- SoC / Transtheoretical
- SDT
- TPB
- LoC
- SEM
- SCT

Er nudge
blevet til et
politisk stunt?

Jagten på minimal løsninger

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.

The diagram features a central yellow downward-pointing arrow pointing towards a blue double-headed horizontal arrow. The blue arrow is labeled "Degree of regulation" at its right end. To the left of the blue arrow is a bulleted list: "• Soft and hard paternalism". To the right of the blue arrow is the text "Christopher P. Gray (ed.), Philosophy of law - documents, Garland Pub. Co., 2006, 11-123-456-1, DOI: 10.1287/1050-0950_0000_0000_00000, URL: http://www.jstor.org/stable/10500950_00000". Below the blue arrow, the text "Robert Nozick (1938-2002) var en af de store teoretikere bag libertarianisme, og hans bog [Anarchy, State, and Utopia](#)" is displayed.

The **K**etchup example

The Telegraph

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The French have some sauce to ban tomato ketchup

Pups in France's primary schools are to be denied the American condiment of tomatoes, vinegar, salt, sugar and sugar.



Photo: AP

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Food and Drink

French school children

Hvordan udvikles en nudge?

1 All the “crazy” new ideas from visitors by Tomasz, Maria, Collins

- Introduction weight measurement of fruits taken behind the glass partition.
- Look into studies on type of music (preferences) and its influence on consumption.
 - Music can affect people with different music.
- Consider a fruit juice box, pick a fruit Reward: user picks music of choice and measure the amount consumed.
- Introduce a buying concept for the fruits with fake money
- Dowsnsize and maybe focus on one parameter.

The crazy zone – Effects of Music on food choice, ability to estimate portion size, willingness to pay when downsizing. It is not clear what is to be tested? The idea could be worth trying but more details on the hypothesis and the steps in the experiment needs to be given.

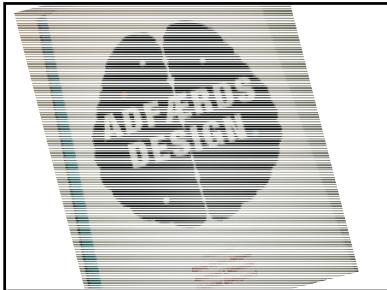


Protocol for "Pick and mix your veggies" event – variation matters

Date: July 4 Time: 2-4 pm Venue: AAU Food Scape Lab
Occasion: VeggieEAT closing seminar

Hypothesis: An increase in number of options in a choice experiment will increase the average individual intake. Here we want to test to what extent vegetable intake *is* affected by increasing the number of choice options in a buffet setting.

Background: Observational data indicate that in a self-service food environment, customers will increase their average food intake with the number of options to choose between. This can be explained by different behavioral mechanisms. One is the theory of social proof/safety or the tendency to imitate the behavior of others in a group or everyday life. In an isolated experiment the intake in a salad霸王 (ba王) food court, it was possible to demonstrate and increase in the average individual intake of vegetables by 50% just by increasing the number choice options in a salad buffet. Likewise, DCS has doubled the intake of wholegrains by offering one extra WO option in an intervention in the canteen buffet. Wansink has shown that giving students two veggie options instead of one you increase their chance of eating if



Konklusion

- Nudge er IKKE en magic bullet
- Der er rigtig meget vi ikke ved
- Fx om effekt, henfaldstid etc
- Andre politik instrumenter er nødvendige
- Men ved at anerkende nudge som instrument er vi med til at sende et vigtig signal

Aalborg University, Copenhagen 2017, July 6-7 & Preconference July 5



www.capfoods.aau.dk/iccas17

