

# NUDGE 101 THINKING

## KEY TAKEAWAYS

1. Understand behavioral insights (BI) and why they are essential tools for local government.
2. Learn about the EAST Framework and behavioral science concepts.
3. See BI in practice at the City of Mesa
4. Preview BI Project Approach (TESTS Method)

Behavioral Insights is an approach that uses **evidence** of the conscious and non-conscious drivers of **human behavior** to address and **design** for practical issues.

## WHY YOU ARE NOT A RATIONAL THINKER ... YES, YOU... AND ME... AND NEARLY EVERYONE ELSE

Two different sets of decision-making processes

### SYSTEM 1

Fast, Unconscious, Automatic

### SYSTEM 2

Slow, Conscious, Logical, and ... Lazy

The brain is neither binary nor processes in an exact order of operations, and **both systems** are susceptible to bias.

### SYSTEM 1

Intuition & instinct

95%

Unconscious  
Fast  
Associative  
Automatic pilot

### SYSTEM 2

Rational thinking

5%

Takes effort  
Slow  
Logical  
Lazy  
Indecisive



Source: Daniel Kahneman

## BARRIERS

### BARRIERS IN YOUR WORK?

Legal  
Policy-  
based

Institutional



Physical  
Logistical  
Financial

Situational



Norms  
Automatic-  
Thinking

Behavioral



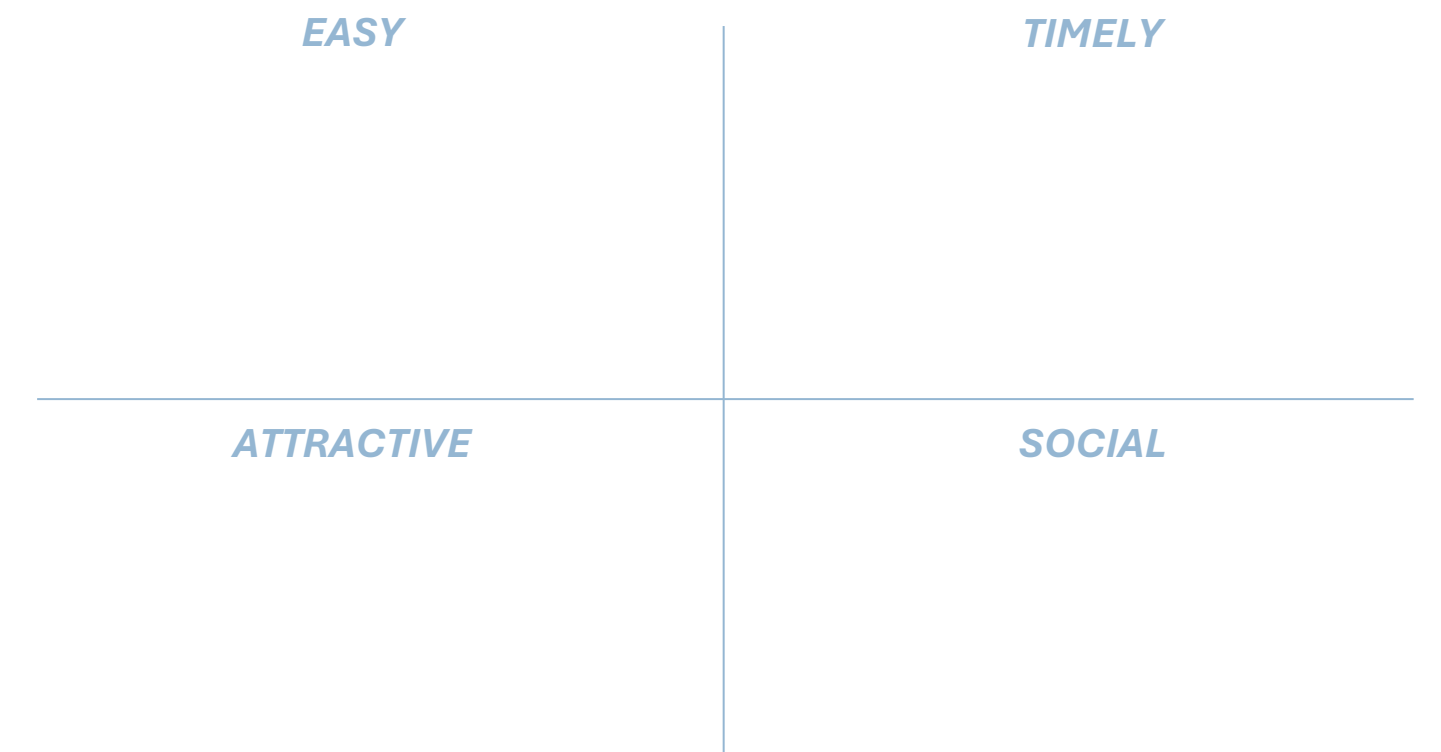
### CAUTION!

#### UNDERSTANDING BARRIERS REQUIRES EFFORT

- ✓ **PERFORM OBSERVATIONS**
- ✓ **CONSULT DATA**
- ✓ **CONDUCT INTERVIEWS**
- ✓ **CHECK SECONDARY RESEARCH**

EAST PRINCIPLES

<b>EASY</b> DEFAULTS FRICTION COSTS SIMPLIFY MESSAGES CHECKLIST	<b>ATTRACTIVE</b> SALIENCE PERSONALIZE LOTTERIES & INCENTIVES	<b>SOCIAL</b> SOCIAL NORMS MESSENGER EFFECTS RECIPROCITY & COMMITMENTS	<b>TIMELY</b> PROMPTS INTENTIONAL PLANNING DEADLINES
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TEST METHODOLOGY

