



Comparative Spill-Over & Degradation Effects of Nudges and Boosts

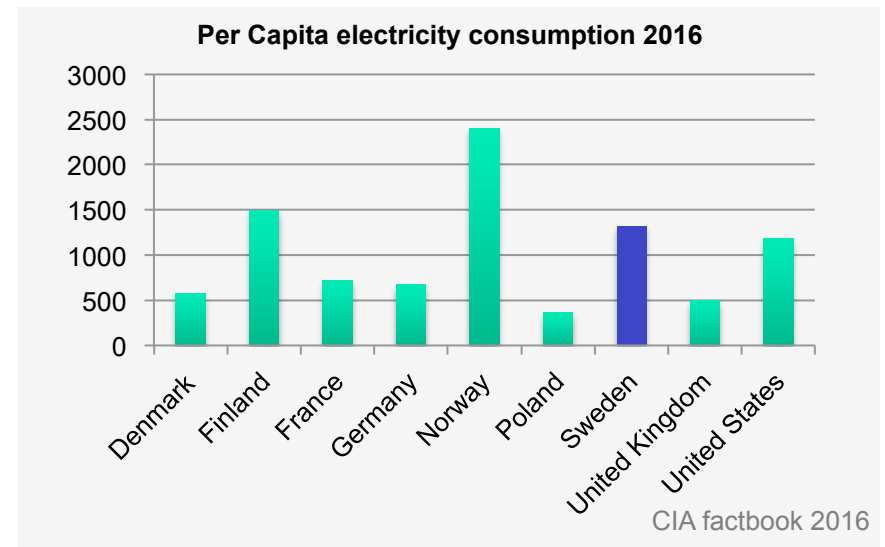
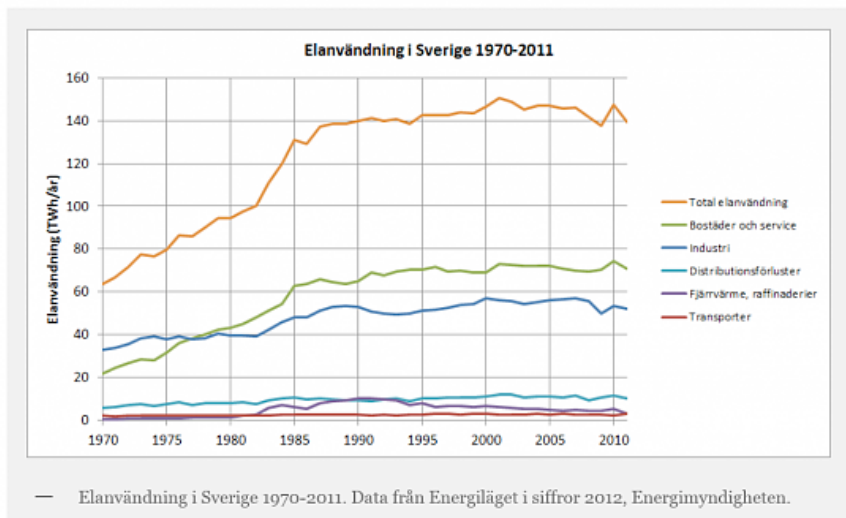
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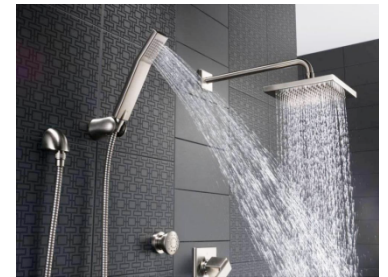
Goal: Get people to consume energy sustainably

Increased energy use, despite improvements in device efficiency



Hypothesis

People waste energy due to neglect, lack of information & mistakes



Two Types of Behavioural Interventions

How can we *effectively* help people overcoming neglect, lack of information & mistakes?

Nudges

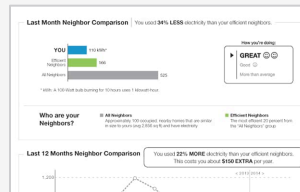
- Harness existing heuristic and biases
- Adjust choice architecture so that biased choices yield best results



Defaults
(e.g. outlet with fixed timer)



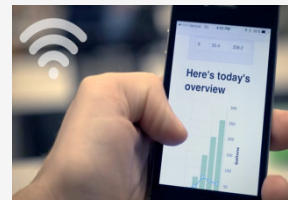
Visually framed signals



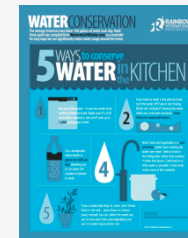
Social norms

Boosts

- Train heuristics to avoid biases
- Develop simple and trainable strategies so that people can overcome their shortcomings



Information



Simple Rules



Supporting Infrastructure



Comparative Experimental Tests

How effective are the intervention types in changing behavior?

- a) How quickly does the effect of an intervention degrade over time?
- b) How much does an intervention in one domain spill over into another domain?

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