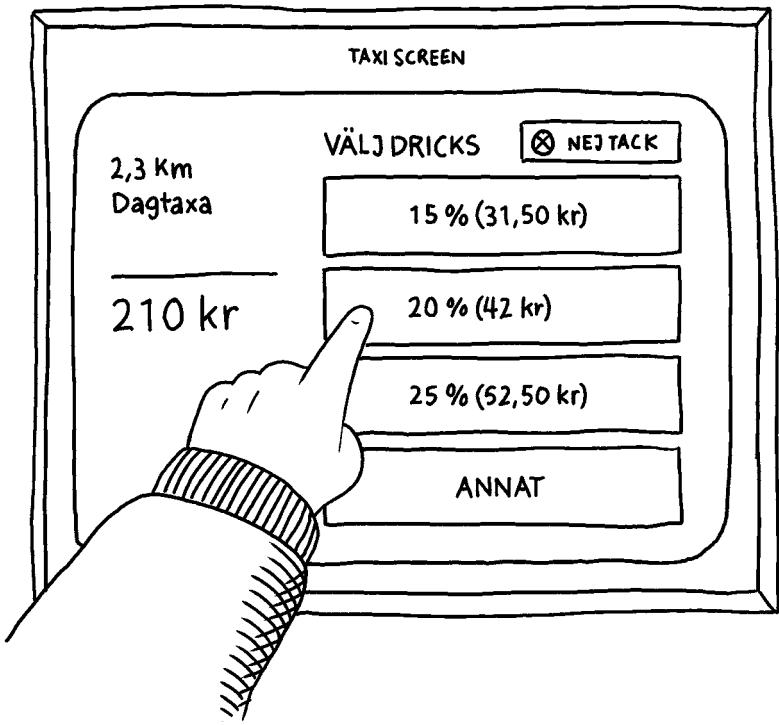


Alexander Norén

NUDGE





TAXI SCREEN

2,3 Km
Dagtaxa

210 kr

VÄLJ DRICKS

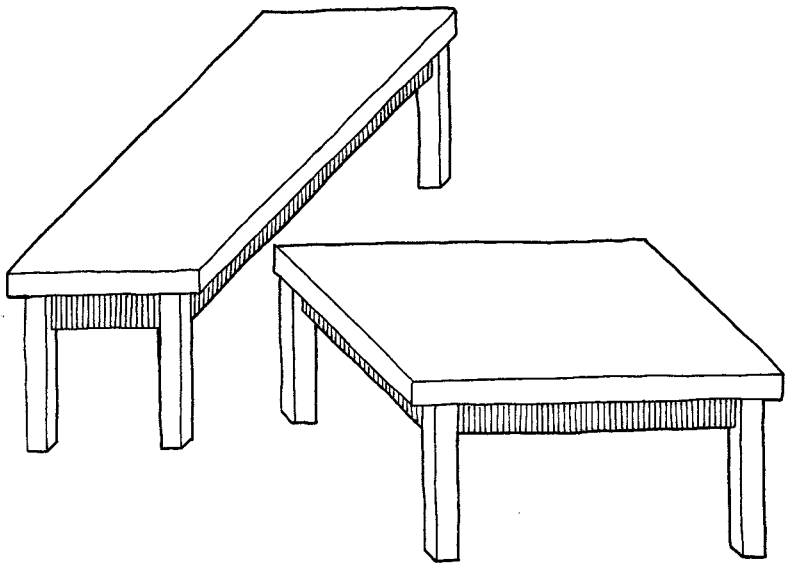
NEJ TACK

15 % (31,50 kr)

20 % (42 kr)

25 % (52,50 kr)

ANNAT



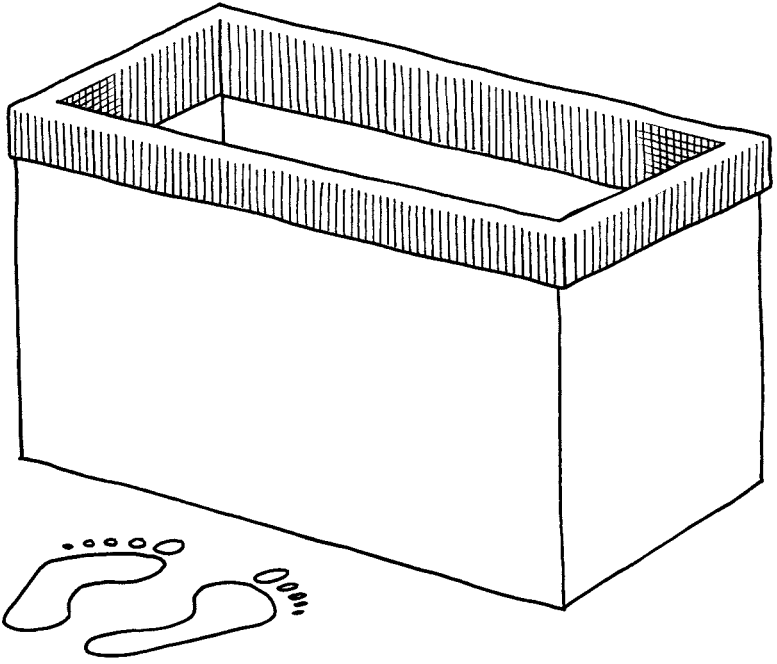


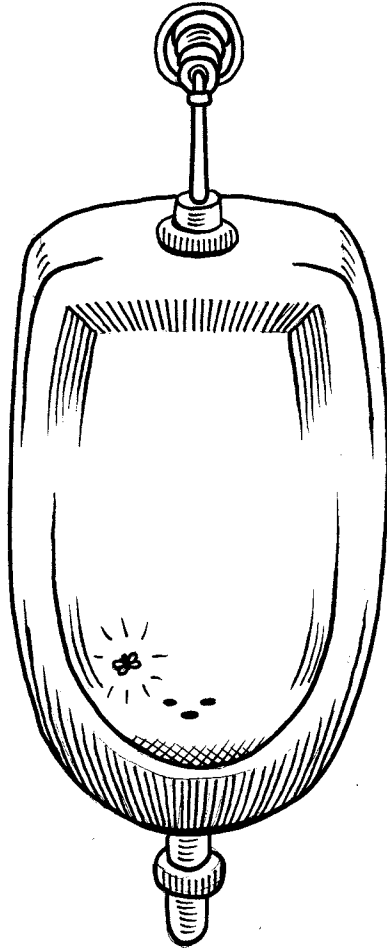
A

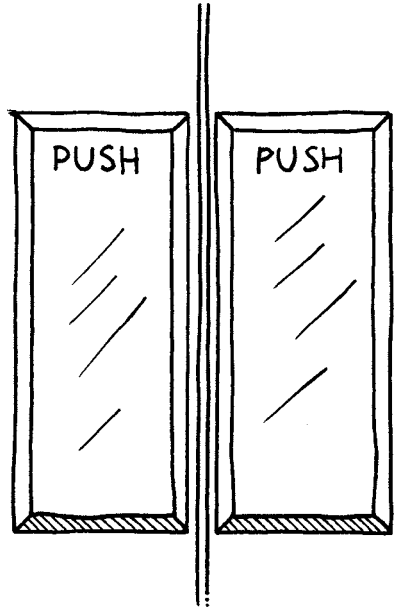
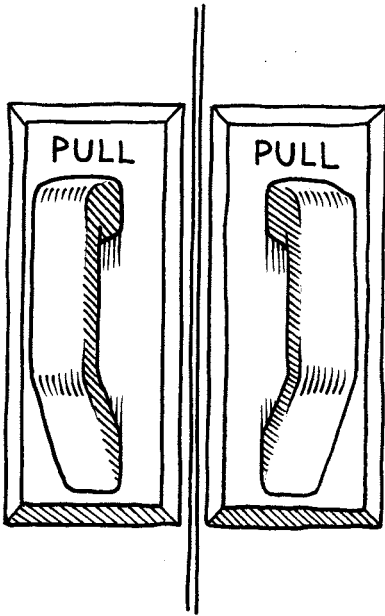
B

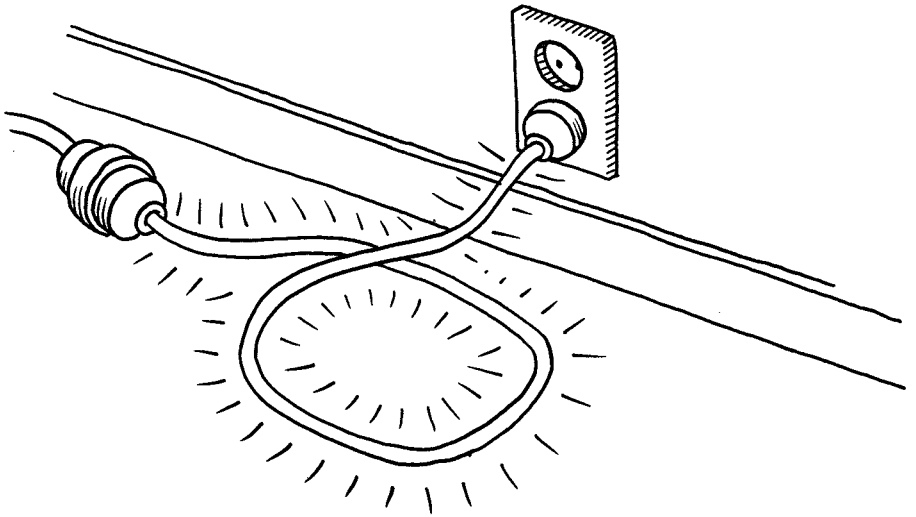
C

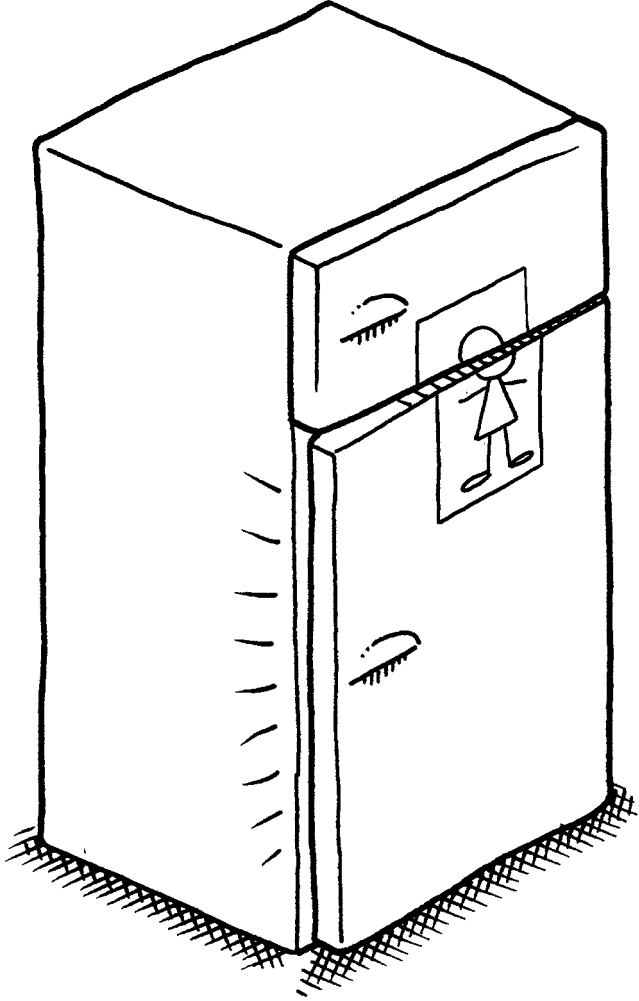
E



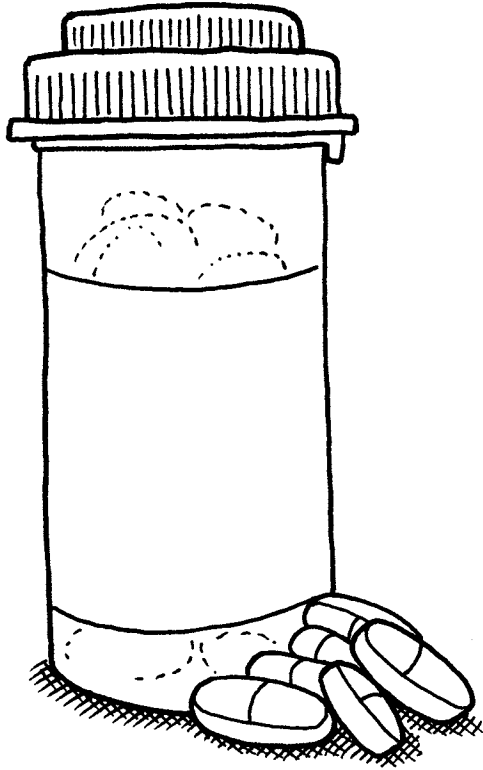




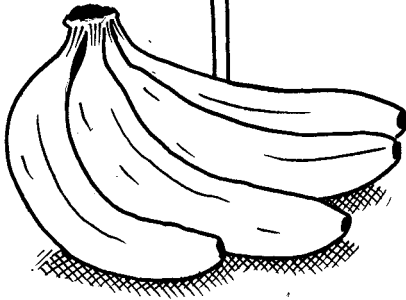




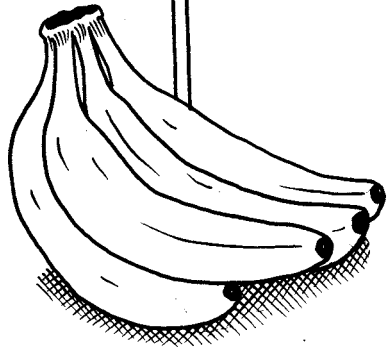




BESPRUTADE
BANANER
18 90
Kr/Kg

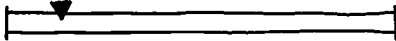


EKOLOGISKA
BANANER
24 90
Kr/Kg



FÖRVÄNTAD ÅRLIG ELKOSTNAD

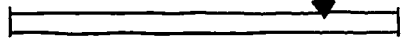
360 Kr



DU SPARAR CA 1590 Kr

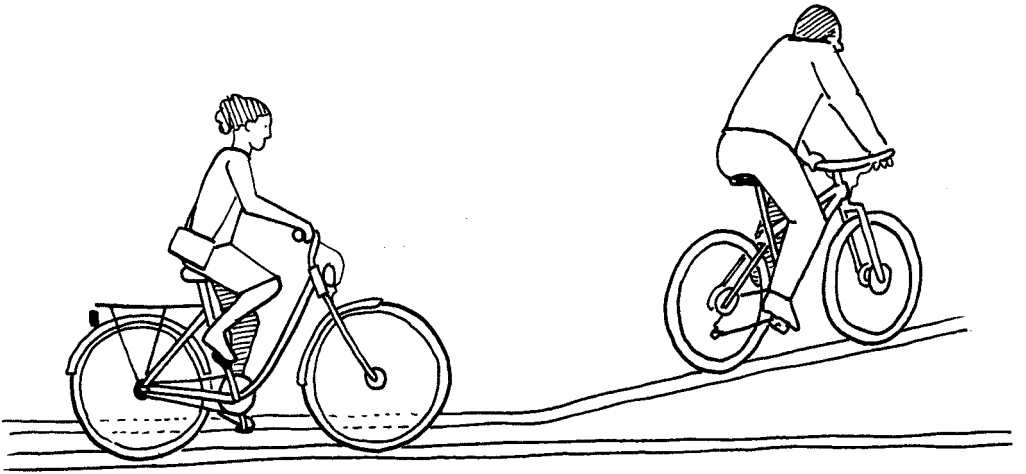
FÖRVÄNTAD ÅRLIG ELKOSTNAD

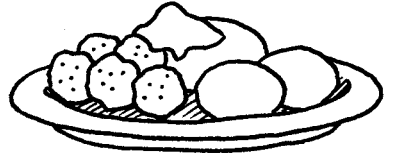
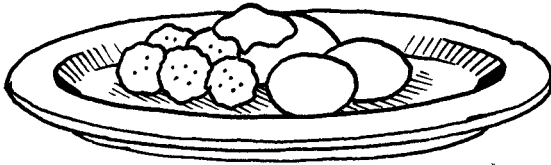
560 Kr



DU BETALAR CA 1470 Kr







Noter

Introduktion och del 1

- 1 Thaler, Richard: *Misbehaving: The making of behavioural economics*, W. W. Norton & Company (2016).
- 2 "Everyone misbehaves: Putting the 2017 Economics Nobel Prize to work for development", <http://blogs.worldbank.org/>, 2017 (Hämtad 2018-02-11).
- 3 Frederick, Shane: "Cognitive reflection and decision making", i *Journal of Economic Perspectives*, vol. 19 (2005), s. 25–42.
- 4 Thaler, Richard: "Toward a positive theory of consumer choice", i *Journal of Economic Behavior and Organization* (1980), s. 39–60.
- 5 Arieli, Dan, Loewenstein, George, Prelec, Drezzen: "Coherent arbitrariness: Stable Demand Curves Without Stable Preferences", i *The Quarterly Journal of Economics*, vol. 118 (2003), s. 73–106.
- 6 "Sunk cost" har till svenska ibland översatts till "icke återvinningsbara kostnader". Jag väljer att vara mer bokstavig i min översättning, då metaforen av att pengarna är "nedgrävda" ger en bra bild av hur man känslomässigt förhåller sig till tidigare investeringar som man senare borde bortse ifrån. "Pengarna i marken" utövar en nästan fysisk attraktionskraft på oss och hindrar oss från att blicka framåt i stället för bakåt.
- 7 Cooper, Arnold C., Dunkelberg, William C., Woo Carolyn Y.: "Entrepreneurs' perceived chances for success", i *Journal of Business Venturing*, vol. 3, nr 2 (1988), s. 97–108.
- 8 Flyvbjerg, Bent, Skamris Holm, Mette K., Buhl, Søren L.: "What causes cost overrun in transport infrastructure projects?", i *Transport Reviews*, vol. 24, nr 1 (2004), s. 3–18.
- 9 Mischel, Harriet Nerlove, Mischel, Walter: "The development of children's knowledge of self-control strategies", i *Child Development*, vol. 54, nr 3 (1983), s. 603–619.
- 10 Mitchell, J. P., Schirmer, J., Ames, D. L., & Gilbert, D. T.: "Medial prefrontal cortex predicts inter-temporal choice", i *Journal of Cognitive Neuroscience*, nr 23 (2011), s. 1–10.
- 11 Asch, Solomon E.: "Studies of independence and conformity: I. A minority of one against a unanimous majority", i *Psychological Monographs: General and Applied* nr 70 (1956), s. 1–70.
- 12 Surowiecki, James: *The wisdom of crowds*, Anchor, 2005.
- 13 Tversky, Amos, Kahneman, Daniel: "Subjective probability: A judgement of representativeness", i *Cognitive Psychology*, nr 3 (1972), s. 430–454 och Tversky, Amos, Kahneman, Daniel: "Availability: A heuristic for judging frequency and probability", i *Cognitive Psychology*, nr 5 (1973), s. 207–232.
- 14 Beckman, Bengt, Ekhall, Stig-Arne: "Språkstatistik", *Nämnnarens kryptoskola – fördjupning*, www.ncm.gu.se/krypto (Hämtad 2018-02-12).
- 15 www.ambientdevices.com
- 16 Chapa, Jorge: "The energy orb: Visualize electricity consumption!", www.inhabitat.com, 2007 (Hämtad 2018-02-12).

- 17 "Senaste statistiken", www.merorgandonation.se (Hämtad 2018-02-13).
- 18 Goldstein, Daniel, Johnson, Eric J.: "Do defaults save lives?"; i *Science*, vol. 302 (2003), s. 1338–1339.
- 19 Goldstein, Daniel, Johnson, Eric J.: "Defaults and donation decisions"; i *Transplantation*, vol. 78 (2004), s. 1713–1716.
- 20 Tidigare lämnades stort utrymme för anhöriga att godtyckligt påverka, vilket resulterade i "nej" i vart tredje fall.
- 21 Madrian, Brigitte C., Dennis F. Shea. "The power of suggestion: Inertia in 401(k) participation and savings behavior"; i *Quarterly Journal of Economics*, vol. 116 (2001), s. 1149–1225.
- 22 Choi, James J., Laibson, David, Madrian, Brigitte C., Metrick, Andrew: "Defined contribution pensions: Plan rules, participant choices, and the path of least resistance"; i *Tax policy and the economy*, vol. 16 (2002), s. 67–113.
- 23 Ebeling, Felix, Lotz, Sebastian: "Domestic uptake of green energy promoted by opt-out tariffs"; i *Nature Climate Change*, nr 5 (2015), s. 868–871.
- 24 Fleming, Stephen, Thomas, Charlotte, Dolan, Raymond: "Overcoming status quo bias in the human brain"; i *Proceedings of the National Academy of Sciences*, vol. 107 (2010), 6005–6009.
- 25 Sagalnik, Matthew J., Sheridan Dodds, Peter, Watts, Duncan J.: "Experimental study of inequality and unpredictability in an artificial cultural market"; i *Science*, vol. 311 (2006), s. 854–856.
- 26 Shiller, Robert: *Irrational exuberance*, Crown Business, (2000), s. 159–160.
- 27 Cialdini, Robert, Kallgren, Carl, Reno, Raymond: "A focus theory of normative conduct: A theoretical refinement and reevaluation of the role of norms in human behavior"; i *Advances in Experimental Social Psychology*, vol. 24 (1991), s. 201–234.
- 28 Burger, Jerry, Shelton, Martin: "Changing everyday health behaviors through descriptive norm manipulations"; i *Social Influence* (2011), s. 1–9.
- 29 Schultz, Wesley, Nolan, Jessica, Cialdini, Robert, Goldstein, Noah, Griskevicius, Vladas: "The constructive, destructive, and reconstructive power of social norms"; i *Psychological Science*, nr 5 (2007), s. 429–434.
- 30 O'Neill, Jim: "Antimicrobial resistance: Tackling a crisis for the health and wealth of nations"; i *The Review on Antimicrobial Resistance* (2014), s. 5.
- 31 Boati, David: "En våldtäkt på ett av medicinens största mirakel"; www.svtnyheter.se, 2016 (Hämtad 2018-02-13).
- 32 Linder, Jeffrey, Meeker, Daniella, Fox, Craig: "Effect of behavioral interventions on inappropriate antibiotic prescribing among primary care practices: A randomized clinical trial"; i *Journal of the American Medical Association*, nr 6 (2016), s. 562–570.
- 33 Beach, Rebecca, Carnot, Catherine, Greenwald, Anthony, Young, Barbara: "Increasing voting behavior by asking people if they expect to vote"; i *Journal of Applied Psychology*, nr 2 (1987), s. 315–318.

Del 2

- 1 Jevons, Davis: "Shrinkflation! A bite missing?", www.oxera.com, 2017 (Hämtad 2018-02-13).
- 2 OECD: Behavioural insights and public policy: *Lessons from around the world*, OECD Publishing (2017), s. 76.
- 3 OECD: Behavioural insights and public policy: *Lessons from around the world*, OECD Publishing (2017), s. 195.
- 4 Hershfield, Hal, Goldstein, Daniel, Sharpe, William, Fox, Jesse, Yeykelis, Leo, Carstensen, Laura, Bailenson, Jeremy: "Increasing saving behavior through age-progressed renderings of the future self", i *Journal of Marketing Research*, vol. 48 (2011), s. S23–S37.
- 5 OECD: Behavioural insights and public policy: *Lessons from around the world*, OECD Publishing (2017), s. 240.
- 6 Ladzinski, Joanna, Pearson, Brooke, "Kids more likely to eat apples when fruit is sliced", www.news.cornell.edu, 2013 (Hämtad 2018-02-14).
- 7 Fernqvist, Fredrik, Göransson, Caroline: *Framtidens grönsaksdisk* (Rapport 2017:9), LTV-Fakulteten, Sveriges lantbruksuniversitet, Alnarp, (2017), s. 19.
- 8 Iyengar, Sheena, Lepper, Mark: "When choice is demotivating: Can one desire too much of a good thing?", i *Journal of Personality and Social Psychology*, vol. 79 (2000), s. 995–1006.
- 9 Damgaard, Mette, Gravert, Christina: "The hidden costs of nudging: Experimental evidence from reminders in fundraising", i *Journal of Public Economics*, vol. 157 (2018), s. 15–26.
- 10 Miller, Lisa: "The money-empathy gap", www.nymag.com, 2012 (Hämtad 2018-02-15).
- 11 Bryner, Jeanna: "Mere thought of money makes people selfish", www.livescience.com, 2006 (Hämtad 2018-02-15).
- 12 Chang, Victoria: "Can polling location influence how voters vote?", www.gsb.stanford.edu, 2008 (Hämtad 2018-02-15).
- 13 Gorlick, Adam: "Liberal? Conservative? Stanford study says mental nudge can make voters flip-flop", www.news.stanford.edu, 2009 (Hämtad 2018-02-15).
- 14 Kahneman, Daniel: "Tänka, snabbt och långsamt", Volante, Stockholm (2012).
- 15 "El flödar som vatten i lysande grenuttag", www.energimyndigheten.se, 2016 (Hämtad 2018-02-16).
- 16 Gustafsson, Anton: *Positive persuasion – Designing enjoyable energy feedback experiences in the home*, diss., Studies in Applied Information Technology, University of Gothenburg, Göteborg, 2010.
- 17 Enligt tillverkaren på www.waterpebbles.com.
- 18 Muir, Stella: "Town in Iceland paints 3D zebra crosswalk to slow down speeding cars", www.boredpanda.com, 2017 (Hämtad 2018-02-16).
- 19 Pillai, Soumya: "Optical illusion: 3D zebra crossing tricks drivers, slows them down in Delhi", www.hindustantimes.com, 2016 (Hämtad 2018-02-16).

- 20 Harackiewicz, Judith, Hulleman, Chris: "Promoting interest and performance in high school science classes", i *Science*, vol. 326 (2009), s. 1410–1412.
- 21 Cohen, Geoffrey, Garcia, Julio, Apfel, Nancy, Master, Allison: "Reducing the racial achievement gap: A social-psychological intervention", i *Science*, vol. 313 (2006), s. 1307–1310.
- 22 Dweck, Carol: *Self-theories: Their role in motivation, personality, and development*, Psychology Press (2000).
- 23 O'Reilly, Fionnuala, Chande, Raj, Groot, Bibi, Sanders, Michael, Soon, Zhi: *Behavioural insights for education open – A practical guide for parents, teachers and school leaders*, rapport från BIT för Pearson (2017), s. 35.
- 24 OECD: *Behavioural Insights and Public Policy: Lessons from around the world*, OECD Publishing (2017), s. 102.
- 25 Halpern, Scott, French, Benjamin, Small, Dylan, Saulsgiver, Kathryn, Harhay, Michael, Audrain-McGovern, Janet, Loewenstein, George, Brennan, Troyen, Asch, David, Volpp, Kevin: "Randomized trial of four financial-incentive programs for smoking cessation", i *The New England Journal of Medicine*, vol. 372 (2015), s. 2108–2117.
- 26 Patel, Mitesh, Asch, David, Rosin, Roy, Small, Dylan, Bellamy, Scarlett, Heuer, Sproat, Susan, Hyson, Chris, Haff, Nancy, Lee, Samantha, Wesby, Lisa, Hoffer, Karen, Shuttleworth, David, Taylor, Devon, Hilbert, Victoria, Zhu, Jingsan, Yang, Lin, Wang, Xingmei, Volpp, Kevin: "Framing financial incentives to increase physical activity among overweight and obese adults: A randomized, controlled trial", i *Annals of internal medicine*, vol. 164 (2016), s. 385–394.
- 27 Allen, John Tyler: "Retrain the brain", www.telemedicine.com, 2017 (Hämtad 2018-02-16).
- 28 OECD: *Behavioural insights and public policy: Lessons from around the world*, OECD Publishing (2017), s. 257.
- 29 Johannesson, Magnus, Östling, Robert, Ranehill, Eva: "The effect of competition on physical activity: A randomized trial", i *The B.E. Journal of Economic Analysis & Policy*, vol. 10 (2010), s. 1–31.
- 30 Berggren, Jenny: "Anställda som motionerar får extra semester", www.svt.se, 2017 (Hämtad 2018-02-16).
- 31 Pressmeddelande Mimer: "Jogga dig till mer semester väcker internationellt intresse", www.mynewsdesk.com, 2017 (Hämtad 2018-02-16).
- 32 Helliker, Kevin: "The power of a gentle nudge", www.wsj.com, 2010 (Hämtad 2018-02-16).
- 33 Moss, Michael: "Nudged to the produce aisle by a look in the mirror", www.nytimes.com, 2013 (Hämtad 2018-02-16).
- 34 OECD: *Behavioural insights and public policy: Lessons from around the world*, OECD Publishing (2017), s. 243.
- 35 Ignatius, Adi: "How Indra Nooyi turned design thinking into strategy: An interview with PepsiCO's CEO", www.hbr.org, 2015 (Hämtad 2018-02-16).
- 36 Gandhi, Linnea: "Nudging, clever marketing, or both? Exploring the ethics of private sector nudging", www.misbehavingbook.org, 2015 (Hämtad 2018-02-16).
- 37 Gravert, Christina, Kurz, Verena: *Nudging à la carte – A field experiment on food choice*, University of Gothenburg Working Paper in Economics no. 690, Göteborg, 2017.

- 38 Kurz, Verena: "Nudging to reduce meat consumption: Immediate and persistent effects of an intervention at a university restaurant", University of Gothenburg Working Paper in Economics no. 712, Göteborg, 2017.
- 39 OECD: *Behavioural insights and public policy: Lessons from around the world*, OECD Publishing (2017), s. 148.
- 40 Jespersen, Simon: "Green nudge: Nudging litter into the bin", www.inudgeyou.com (Hämtad 2018-02-16).
- 41 OECD: *Behavioural insights and public policy: Lessons from around the world*, OECD Publishing (2017), s. 239.
- 42 "Food waste", www.nordicchoicehotels.com (Hämtad 2018-02-16).
- 43 <http://tenudge.eu/project>
- 44 OECD: *Behavioural insights and public policy: Lessons from around the world*, OECD Publishing (2017), s. 3.
- 45 Obama, Barack: "Executive order – Using behavioral science insights to better serve the American people", <https://obamawhitehouse.archives.gov>, 2015 (Hämtad 2018-02-16).
- 46 Social and Behavioral Sciences Team: *2016 Annual Report*, www.sbst.gov, 2016 (Hämtad 2018-02-16).
- 47 Det finns ingen uppgift om att avdelningen skulle ha lagts ned, men hemsidan www.sbst.gov meddelar att "This is historical material 'frozen in time' on January 20, 2017. This website will no longer be updated."
- 48 Jag har översatt från "easy", "attractive", "social" och "timely".
- 49 Halpern, David: *Inside the nudge unit: How small changes can make a big difference*, W. H. Allen (2015), s. 90.
- 50 Shu, Lisa, Mazar, Nina, Gino, Francesca, Ariely, Dan, Bazerman, Max: "Signing at the beginning makes ethics salient and decreases dishonest self-reports in comparison to signing at the end", i *Proceedings of the National Academy of Science*, nr 38 (2012), s. 15197–15200.
- 51 Mont, Oksana, Lehner, Matthias, Heiskanen, Eva: *Nudging – Ett verktyg för hållbara beteenden?* (Naturvårdsverkets rapport), Stockholm (2014), s. 8.
- 52 www.smartisverige.se/appen
- 53 I min kontakt med de olika partierna för SVT:s räkning november 2017 var alla intresserade av nudging, utom Vänsterpartiet (de "kände inte att de hade något att säga i frågan just nu") och Sverigedemokraterna (de hörde inte av sig tillbaka). Läs mer på www.nudgenudge.se.
- 54 Kramsjö, Britta: "Regeringen: Svensken slänger för mycket mat", www.sverigesradio.se, 2017 (Hämtad 2018-02-18).
- 55 Almqvist, Gustav, Elzén, Mats: "Svenskarna mindre positiva till nudging i internationell jämförelse", pressmeddelande www.novus.se, 2017 (Hämtad 2018-02-16).
- 56 Svensson, Mattias: "Ett pris i elitens smak", www.aftonbladet.se, 2017 (Hämtad 2018-02-18).
- 57 Gudmundson, Per: "Begränsa pappersarbetet", www.svd.se, 2017 (Hämtad 2018-02-18).
- 58 Gudmundson, Per: "Valfrihet i veganernas land", www.svd.se, 2017 (Hämtad 2018-02-18).