nudge database of research, case studies and experiments

Stirling Behavioural Science Centre.
Mark Egan

The full document can be accessed here: https://www.stir.ac.uk/media/stirling/services/faculties/social-sciences/research/documents/Nudge-Database-1.2.pdf

Abstract:

This is a list of empirical ‘nudges’ and interesting behavioural change interventions, primarily drawn from the Behavioural Economics literature. It is organized by key sectors (health, education, charitable giving) rather than by the nature of the intervention (defaults, salience, framing).

This description and analysis of 100 case studies provides a wide ranging and comprehensive overview of Nudge Theory.

The sectors covered are:

- Health & Wellbeing
- Eating behaviour
- Savings and financial decisions
- Tax compliance
- Education
The 100 cases focus on key behaviour changes as follows:

1. Organ donation
2. Where to place the signature on a document
3. Giving up smoking 1
4. Giving up smoking 2
5. Creating healthy lifestyles
6. Taking the flu jab
7. Encouraging weight loss
8. Encouraging reliability in pill taking
9. Encouraging reliability in medicine taking
10. Encouraging take up of health risk assessments
11. Using incentives to encourage take up of health results
12. Personalising correspondence
13. Testing different ways of making a decision
14. Loss aversion in healthcare
15. How to frame information
16. Encouraging people to take the stairs
17. Decision making options
18. Do checklists help
19. Different ways of presenting information
20. Decision making options
21. Different ways of presenting information
22. Impact of incentives on child immunisation
23. Impact of perception on behaviour
24. Impact of surveys on behaviour
25. How the position of food affects eating behaviour
26. Impact of self-fulfilling services on eating habits
27. Impact of changing a server’s question on the customer’s response
28. Impact of reducing plate size on food consumption
29. Impact of calorie labelling on eating habits
30. Impact of position of items on a menu on ordering habits
31. Impact of incentives on schoolchildren’s eating choices
32. Effect of incentives on consumption of low-calorie beer
33. Impact of moving from voluntary to mandatory food labelling
34. Impact of opting in and opting out options
35. Using defaults to encourage ‘automatic’ savings
36. Impact of simplification on consumer choices
37. Impact of default on enrolments
38. How demand affected by pretty girl image v incentives
39. Impact of age-rendering visuals on willingness to save
40. Impact of various grant labels on how the grant is spent
41. Impact of incentives to increase future-focused spend
42. Impact of different incentives on loan behaviour
43. Impact of goal-specific text reminders on behaviour
44. Impact of literacy and simplification on behaviour
45. Impact of where price is presented on purchasing behaviour
46. Impact of forcing a commitment on behaviour
47. Impact of automatic process on savings
48. Impact of taking a survey on tendency to spend
49. Impact of simplification and explaining effects on borrowing
50. Impact of social pressure/comparisons on tax returns
51. Impact of moral suasion on decisions
52. Impact of social normative messages on renewals
53. Impact of social normative messages on TC licence renewals
54. Impact of threat on compliance
55. Impact of social normative messages on tax payment
56. Impact on instalment options on paying taxes
57. Impact of simplification and illustration on claiming benefits
58. Use of personal name in generating take up
59. Impact of text messaging on take up
60. Impact of professional guidance in successful form filling
61. Impact of social norms on electricity usage
62. Impact of small charge for carrier bags on usage
63. Impact of social norm message to increase hotel towel re-use
64. As 61 above
65. Impact of default on energy use behaviour
66. Impact of price info + social norm messages on electricity use
67. Impact of endorsements and grading on energy use
68. Impact of information and training on sales
69. Impact of default setting on acceptable office temperatures
70. Impact of type of feedback on energy consumption
71. Use of commitment to improve chance of getting off benefits
72. Impact of loss aversion on teacher performance
73. Impact of loss aversion on factory workers
74. Impact of having a plan on voter turnout
75. Impact of social proof on voter turnout
76. Impact of turnout estimates on voting turnout (priming?)
77. Impact of % rather than a generalisation on spending decisions
78. Impact of personalising an appeal on donations
79. Impact of individuals v groups in distress on donations
80. Use of social norms in generating gifts to charities in wills
81. Impact of different ‘nudges’ on donor behaviour
82. Impact of personalising on donor behaviour
83. Impact of defaults on charity giving
84. Impact of differential payment options on charity giving
85. Impact of social norms on investment
86. Use of anchors (priming) to attract a specific response
87. Use of paltry requests on likelihood and size of donation
88. Impact of comparisons on choices made
89. Impact of current or future commitments to amounts raised
90. Impact of notice asking people not to steal fossils
91. Proof that we make illogical and different decisions depending on how the information is presented (framed)
92. Impact of size on decision making
93. Impact of reminders on behaviour
94. Impact of different ways of writing messages on response
95. Impact of making things easier on behaviour
96. Impact of zero tolerance on choices made
97. Impact of nationalistic music on wine sales
98. Impact of social norm messages on patients’ attendance
99. Short summary of behavioural biases
100. Impact of time on decision making