

# NUDGING – adfærdsændrende design

DEF: Design, som hjælper folk til de gode valg  
– uden at de føler sig tvunget, manipuleret eller begrænset  
– men "hjulpes/skubbes" i en bedre retning.

nudge=sum( ALL SMALL INTERVENTIONS THAT  
HELP PEOPLE ACT BETTER )  
I PREFER ACTS OVER DECISIONS

## DEFINITION

A nudge, as we will use the term, is any aspect of the choice architecture that alters people's behavior in a predictable way without forbidding any options or significantly changing their economic incentives.

To count as a mere nudge, the intervention must be easy and cheap to avoid.

Thaler & Sunstein 2008

we do not always **act** on our  
**intentions** ....

- **NUDGING** helps **bridge** the  
**intention-action gap**