

# Choice Architecture

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Often many people confuse the terms choice and option. A choice is an act of selecting or making a decision when faced with two or more possibilities or options. Moreover, choices are our decision, i.e. choice is a noun for your decision. However, an option is a thing that is or may be chosen. Moreover, Options are the things, i.e. option is a noun for a thing. An architect is a person who designs buildings or things or commodities and makes sure that whatever he or she creates is user friendly. A choice architect has the responsibility for organizing the context in which people make decisions. For an architect, a good rule of thumb is to assume that "everything" matters. ECON's always show rational behavior, they use logic. To do so they use their wills, they make a mental effort and they are economic. They question: Does this happen really well? Do we always do it? This is the classical theory of economics. However, Humans are not always logical, they use intuition, react automatically, have emotions to decide and can commit errors. The author discusses the design architecture of several things like door push-pull design, Food menu, Stroop test etc. And came up with a wonderful observation "When signal and desire are in opposition, performance suffers and people blunder."

When there are multiple options, people are willing to choose the easiest way, the choice of least resistance. That's why a default option matters. If people are given a default option, many people would like to end up with it, without considering the advantages and disadvantages. Defaults are unavoidable and powerful. How to design the default is an important part of designing choice architect. Our classmate talked about his research during class, which is related to the security system. Many years ago, admin of the router usually used the default password, such as 'admin123' and 'admin'. It was possible to break in after several tries. They researched on the best way of letting users set passwords. Instead of using the default password, users should be persuaded to set their own special password, increasing the network's security. My point of view is that associated rules are also needed here. People should be asked to set the password which meets the requirements, for example, with both uppercase letters and lowercase letters, before using the router. Defaults sometimes can be nuisance. It is also proved by the discussion in class. Our classmates were talking about door handles of our classroom in Siebel Center. Few people remembered this detail, though we did pulling or pushing everyday. Besides research in computer science, varieties of research in different fields can raise topics about designing

defaults in choosing architects. A good default should be helpful and might be profitable, but can't be ignored by people.

A good system expects its users to make errors. Besides examples discussed in class, I also think about Tesla. Some people said that the auto driving system makes fewer errors than humans do. Most accidents are because of humans' wrong decisions or mistakes. The interesting part is how to design the system when humans make errors and let the auto driving system follow their orders. Should the system follow them or avoid the mistake? There are a lot of complex algorithms and calculations included. A proficient and efficient feedback is in need. Which type of feedback can best remind people and be accepted by people? That reminds me of tools we used in computer science research. Our topic is the relation between proteins, genes and some disease. We used machine learning tools and thoughts to solve the problem. Massy data is hard to accept, though it was the result of a trained model. We used D3.js, a tool for visualization, to show the relationship. Everytime we run the program, the feedback will be several graphs. It makes things easy to understand and increases efficiency.

For making good choice architecture we need to ensure that the system takes care of users behaviour and interaction with choices. We have different types of choices, some are easier to make, while some take professional help to make informed decisions, and it all depends on how the information is presented and we as users map the choice with our welfare(utility). This paper proposes a policy where all choices are listed legibly and would provide users with enough feedback to make better choices.

Apart from making mapping for complex choices we need to ensure that we can effectively make good choices among different options, and how to handle overload of choices when we have limited mental capacity to analyze information. This paper lists two paradigms for making complex choices, where we list out attributes and add threshold, and post filtering we select from the limited selection. There are various ways how situations can affect our decision, as we have seen that scarcity leads to consistent decision in varying situations.

And the final topic discusses the role incentives play for choice architects. An important concept introduced here is the salience of the features, and how we weigh the while making our choices, we tend to over or under weigh features which choice architects need to adjust while making the choice for highlighting aspects and ensure a better welfare for the users and an overall social welfare.

This paper touches upon all the basic concepts that choice architects need to present and frame choices, and also explains the role technology can play in the field of choice framing and its selection.