

Choice Architecture

Authors: RICHARD H. THALER CASS R. SUNSTEIN JOHN P. BALZ

Presenters: Nirupam K N, Yi Zhu, Dipayan Mukherjee

- Introduction
- Defaults: Padding the Path of Least Resistance
- Expect Error
- Give Feedback
- Understanding Mapping: From Choice to Welfare
- Structure Complex Choices
- Incentives

ABOUT AUTHORS:



Richard H. Tahler - University of Chicago Booth School of Business -
American economist



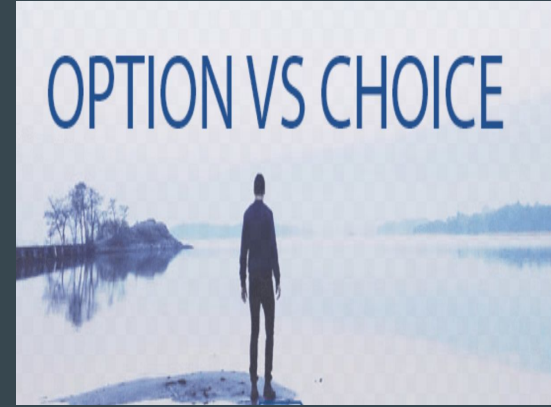
Cass R. Sunstein - Harvard Law School - American legal scholar



John P. Balz - University of Chicago - Department of Political
Science


Option Vs Choice:

| OPTION | CHOICE |
|--------|-----------|
| Things | Decision |
| Fixed | Not Fixed |




In the same way: House Vs Home, Education Vs Literacy etc.


HOUSE vs. HOME




- is a permanent structure, a building.
- refers to a building in which someone lives.
- is still a house, even if there is no one living inside the building.
- Home acts similar to words like here, there, in, out, somewhere, House does not.
- Home carries more respect than house, so you can use it when you want to be polite to someone.
- When you're talking to other people about your own place, you usually use house instead of home.



- is the place where you live or the location where you feel that you belong.
- represents comfort, safety.
- can also be the town/ city/ country where you grew up.



- We met at Alison's house.
- I'm going to John's house after school.



- They have a beautiful home in California.
- Good luck in your new home!

ESLBRIDGE



Choice Architect

Who?

- A choice architect is a person who has the responsibility for organizing the context in which people make decisions.

Role?

- A good rule of thumb is to assume that “everything matters.”

Food Menu - Choice Architecture:

1. Arrange the food to make the students best off, all things considered.
2. Choose the food order at random.
3. Try to arrange the food to get the kids to pick the same foods they would choose on their own.
4. Maximize the sales of the items from the suppliers that are willing to offer the largest bribes.
5. Maximize profits, period.

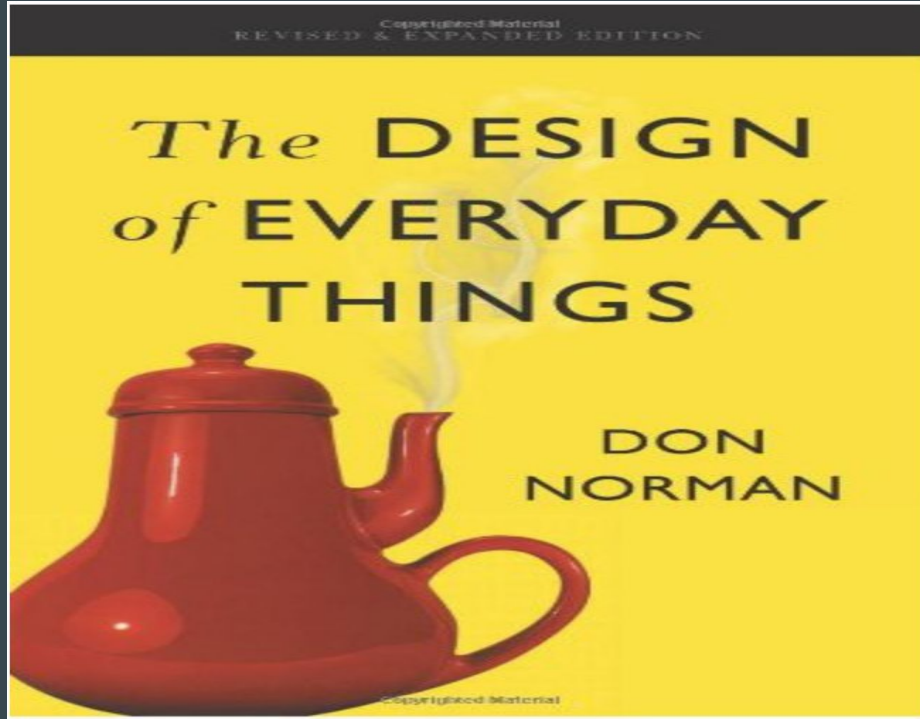
Human's Vs Econ's

- **ECON's:** Rational behavior, logic, mental effort, economic.

But does this happen really well? Do we always do it?

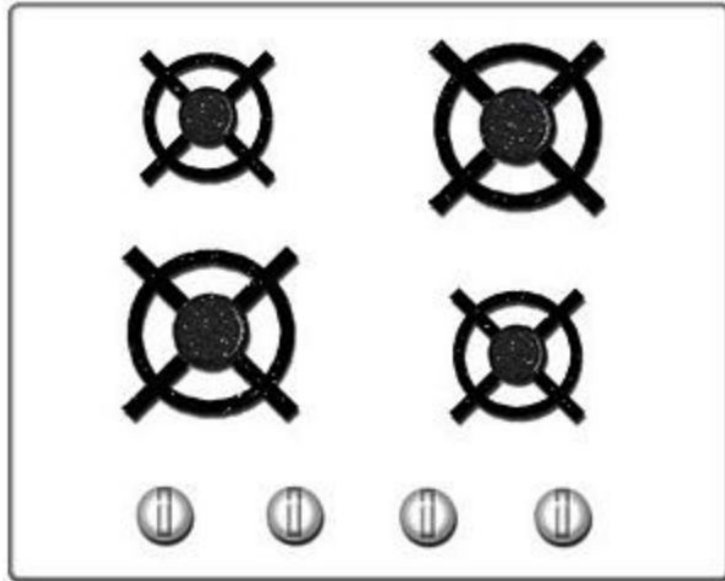
- **HUMAN's:** Not always logical, intuition, react automatically, emotions to decide and can commit errors.

Kettle Design:

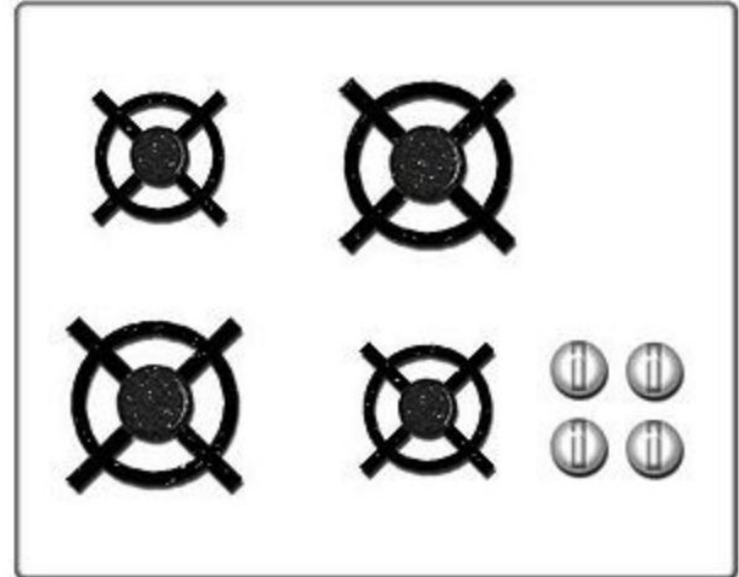


Simple Electric Stove: Burners and Controls

Poor mapping



Good mapping



Door: Push - Pull Architecture



Stroop Test:

Who?

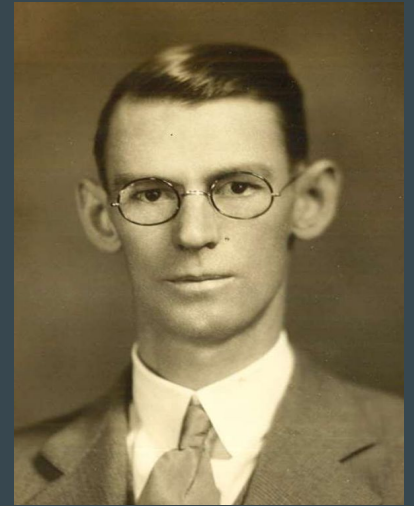
- John Ridley Stroop - American psychologist

Why?

- To Study reaction time in individuals under different scenarios

What?

- Stroop Test (short & simple test - easily show how quick someone's reaction time)



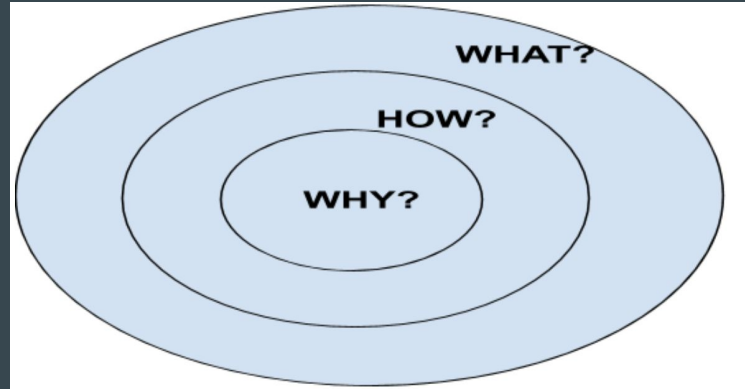
Stroop test board:

TRYING THE STROOP EFFECT YOURSELF

blue orange green red purple
red purple blue orange green
green red purple blue orange
red blue green orange purple

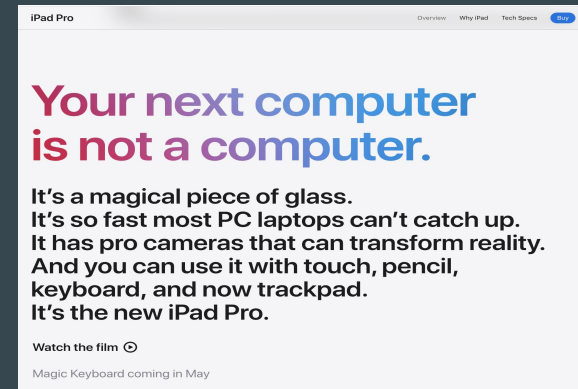
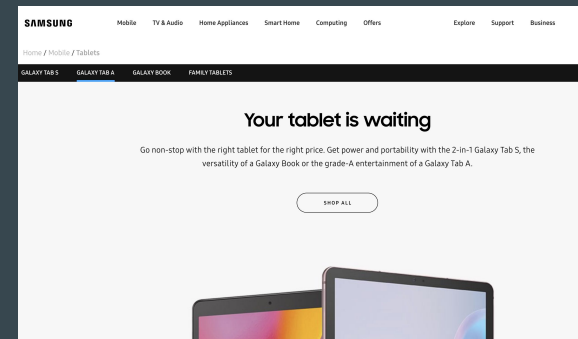


Global Circle ideology:

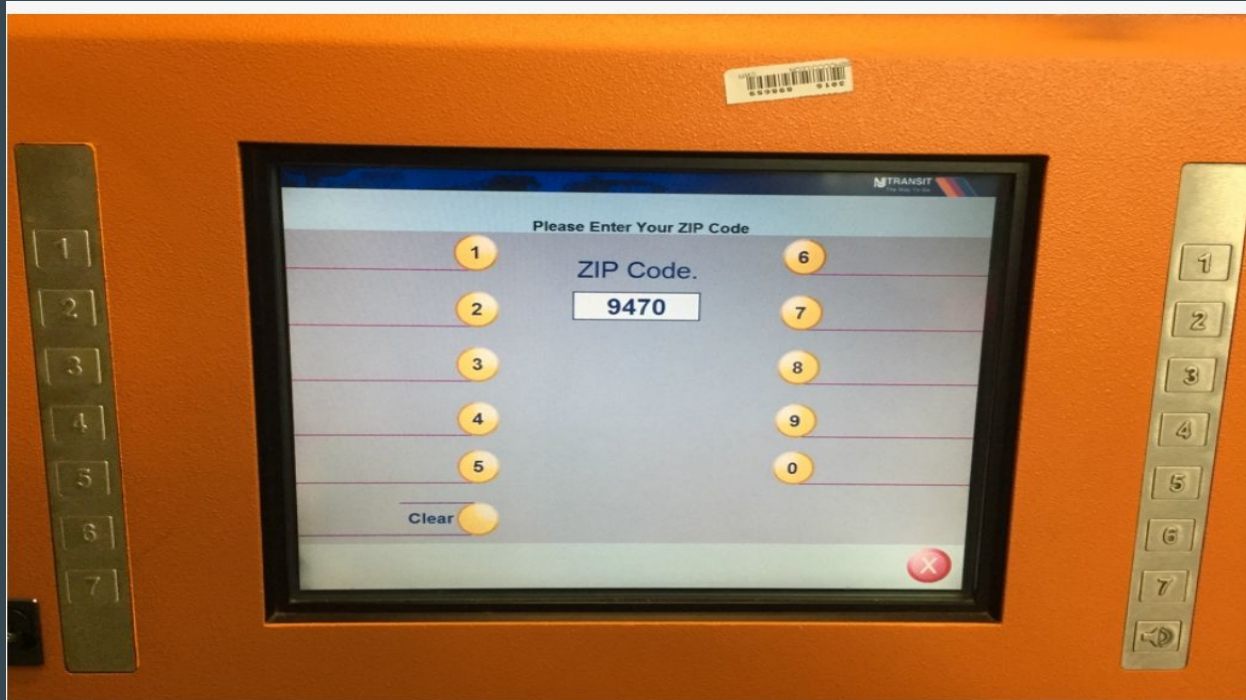


Which one is best choice? **Why? -> How? -> What?** Or **What -> How? -> Why?**

An example of Apple marketing strategy - "Everything we do, we believe in challenging the status quo. We believe in thinking differently. The way we challenge the status quo is by making our products beautifully designed, simple to use and user friendly. We happen to make great computers. Want to buy one? This explains that - people don't buy "what" you do it, But people always buy "why" you do it?.



ATM Machine:

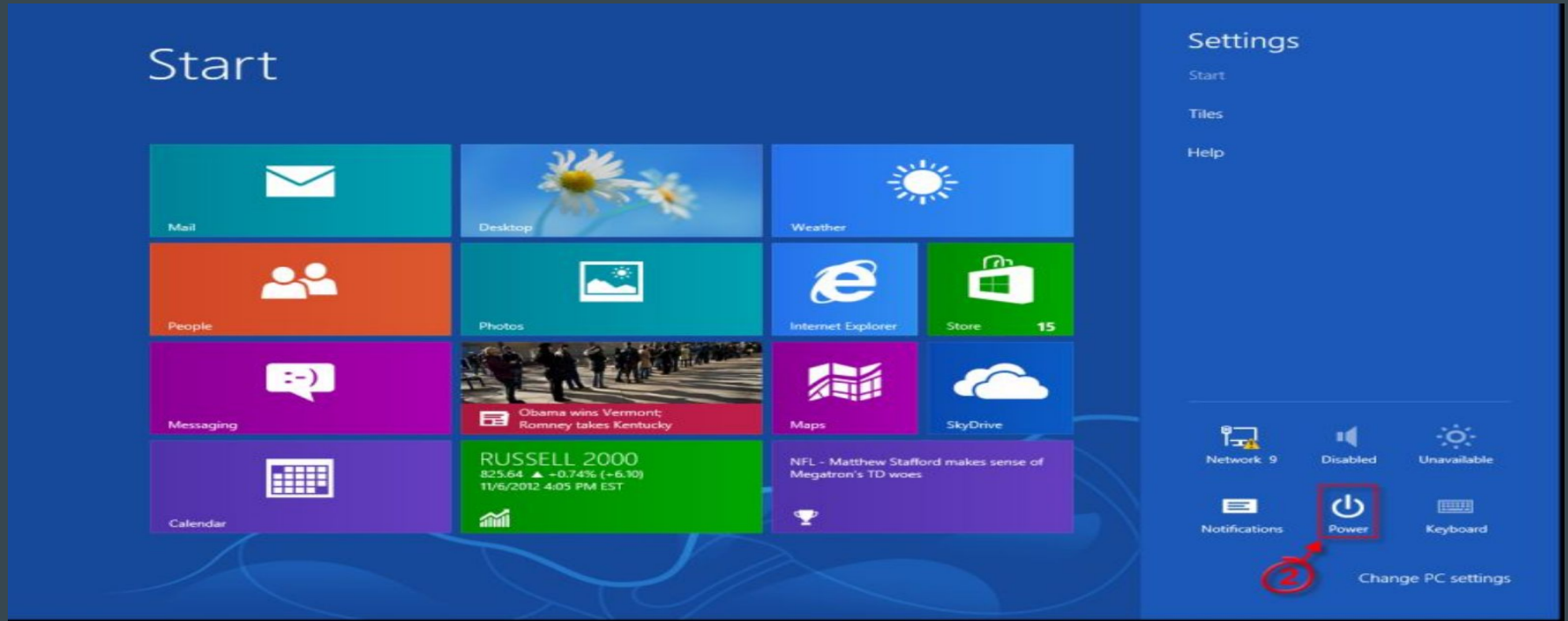


For '6': Press 1
For '7': Press 2
For '8': Press 3
etc.

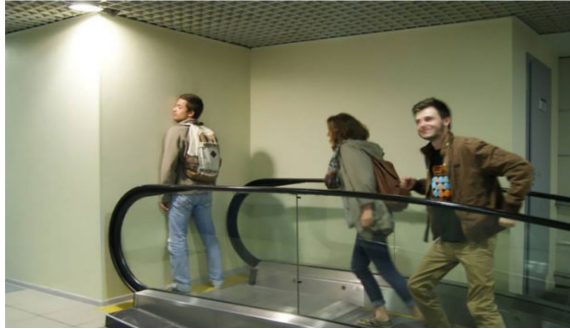
facebook News feed:



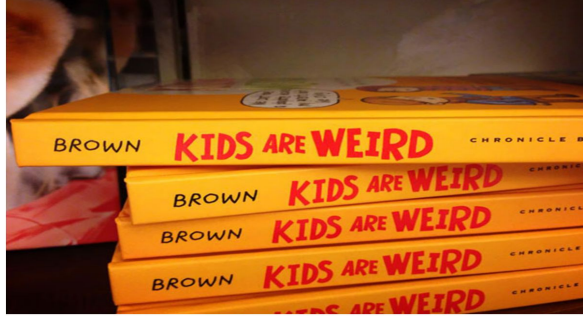
Shutdown Process in Windows 8



#12 This Escalator



#7 Probably Should Have Put The Author's Name Somewhere Else



#50 No No Noise



#58 Wheelchair Escape Route



27. Venn Diagram: Has there ever been such a clear case of doing it wrong?



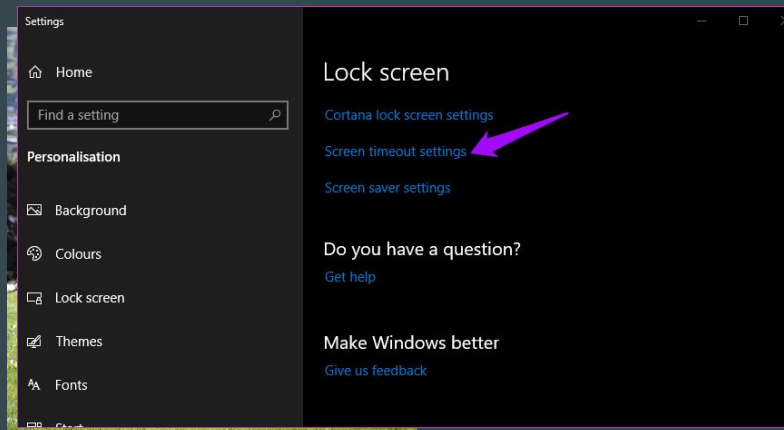
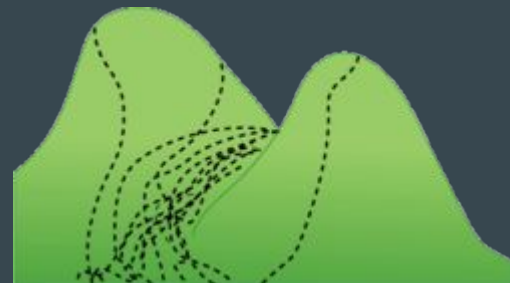
30. Take a step into the unknown.



- Introduction
- Defaults: Padding the Path of Least Resistance
- Expect Error
- Give Feedback
- Understanding Mapping: From Choice to Welfare
- Structure Complex Choices
- Incentives

Defaults: Padding the Path of Least Resistance

- Principle of least efforts (Path of Least Resistance)
 - People will take whatever options requires the least effort
- Default option
 - An option that will obtain if the chooser does nothing
- Associated Rule
 - Determines what happens to the decision maker if she does nothing



Visual Studio

Community 2015
with Updates

Choose your installation location

C:\Program Files (x86)\Microsoft Visual Studio 14.0

Setup requires up to 8 GB across all drives.

Choose the type of installation

- Default
Includes C#/VB, Web and Desktop features
- Custom
Allows you to customize features for your installation

You can add or remove additional features at any time after setup via Programs and Features in the Control Panel.

By clicking the "Next" button, I acknowledge that I accept the [License Terms](#) and [Privacy Statement](#).

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Next

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Double-sided printing
as the default option

Defaults are
ubiquitous,
powerful and
unavoidable!

The choice of the default can also be quite controversial.

- Opt-in to Opt-out Agreements in Washington State
 - Drivers are charged state park fees unless they ask not to pay it.

FEES

The Washington State Parks operating budget is primarily funded by fees and revenues collected from park visitors. The following fees paid by visitors (except for the Discover Pass) are used exclusively to support the state parks system.

- Opt-in and Opt-out policies in the Department of Defense and the School Districts

Students Eagle High School 5/1/2003

2002-2003

| | | | | | | | | | | | |
|-----------------------|-----------|----------------|----------------|----------------|----------------|-------------------------------|---------------|------------|--------|-------------|--|
| Stur# | Last Name | First Name | Middle Name | Perm ID No. | Sex | Grade | Birthdate | Age | | | |
| 006012 | Abbott | Alan | | 127815191 | M | 12 | 4/19/1985 | 18 | | | |
| Parent/guardian | | Area/Telephone | Fathers Work | Extn | Mothers Work | Extn | Name/Addr Ver | | | | |
| M/M A Abee | | (777) 555-5928 | (777) 555-5928 | | (777) 555-2204 | | | | | | |
| Mailing Address | | City | State | Zipcode/Extn | GridCd | Interdist Transfer / District | | | | | |
| 229 Ave Barcelona | | Eagle Rock | CA | 99999 | 1750 | | | | | | |
| Residence Address | | City | State | Zipcode/Extn | Schl Enter Dt | Dt Enter Dt | Leave Date | Tag | | | |
| | | | | | 8/24/2001 | | | | | | |
| Counselor Number/Name | | Locker | LastSchl | NextSchl | NextGrd | NextTch | NextTrk | | | | |
| 504 / Wendt | | | 2 | 0 | 13 | 0 | | | | | |
| Corr/Lng | Hm Lng | Lep/Fep | Track | Prog | AttPgm1 | AttPgm2 | EthCd | DNR | ParEd | | |
| 00 | | | | | | | 700 | Multi | 5 | | |
| User1 | User2 | User3 | User4 | User5 | User6 | User7 | User8 | User9 | User10 | | |
| 1 | 1 | | | C | | | | | | | |
| Msg | | Family# | S | M | D | M | | | | | |
| | | 972 | 10 | 2 | | | | | | | |
| | | Check Status | | Show Inactives | | | | | | | |
| 1 Attendance | | 2 Supplemental | | 3 Medical | | 4 Discipline | | 5 Siblings | | 6 Contacts | |
| 7 Tests | | 8 Fees | | 9 Assessment | | 0 Counseling | | E SpecEd | | H Lang | |
| I Interventions | | J Classes | | K Grades | | L Transcript | | M Progress | | N CrsAttend | |
| O College | | Q DST Info | | | | | | | | | |
| LOCATE | | | | UPDATE | | | | | | | |
| Backward | | Get | | Forward | | Add | | Change | | Delete | |
| UpdATT | | Print | | eXit | | Reports | | | | | |

SIECUS Sexuality Information and Education Council of the United States

POLICY BRIEF — Sex Ed & Parental Consent
Opt-in vs. Opt-out

Overview
The classroom is one of the only places where young people can gain the information and skills they need to make healthy decisions about sex and sexuality—in a way that is structured, age-appropriate, and accurate. All young people have a right to receive an education that ensures their sexual health and wellbeing now and for the rest of their lives.

When discussing sex education in schools, it is important to understand laws requiring parental consent. These laws can include provisions that allow parents to opt-in or opt-out of sex education instruction for their children:

- Under an opt-in policy, teachers need written permission from a parent/guardian prior to a student attending a sex education class.
- Opt-out policies require school districts to send written notification to parents/guardians before sex education lessons are taught, including information on what is being taught and who will be teaching the class. However, it is the responsibility of parents/guardians to inform the school district in writing if they do not want their child to attend those lessons.

Most states and school districts currently rely on opt-out policies. These policies ensure that a larger number of young people receive the benefits of sex education. These include: receiving the tools needed to be able to make healthy decisions, learning how to communicate about boundaries, identifying healthy and unhealthy relationships, and understanding sex and sexuality in the context of today's society and culture. These skills have been shown to further benefit the lives of young people by improving academic success and reducing rates of unintended pregnancies and STIs.¹

Why Opt-in is Harmful
The overwhelming majority of people agree that parents and families should be a young person's first resource for sex education. However, not all young people have parents/guardians who are willing or able to have these necessary conversations. Regardless of the resources a young person does or does not have at home, many families remain that can easily restrict their access to quality sex education—and one example is opt-in legislation.

Opt-in policies create unnecessary hurdles that prevent students from accessing the sex education they have a right to receive. They are designed to make accessing sex education in schools more difficult, overlooking the fact that parents/guardians have a say under both opt-in and opt-out policies. For some young people, school-based sex education is their only opportunity to receive vital information, and opt-in policies risk eliminating it completely. Furthermore, these policies go against the wishes of parents/guardians—as they, along with young people and the rest of the general public, overwhelmingly support access to sex education in schools.


Opt-In
Schools require written permission from a parent or guardian before a student can attend sex education class.

Opt-Out
Schools enroll all students in sex education class and allow parents or guardians to remove their children from instruction without penalty.

¹Source of Fee-Belmont, National Sexuality Education Trends, 2012, Journal of Adolescent Health

- Required Choice (Mandated Choice)

- The choice architect can force the choosers to make their own choice.
- Presumed consent for organ donation
- Mandated choice: Do you wish to be an organ donor?
 - 60% sign-up rate in Illinois
 - National average of 38%
- Humans will often consider required choice to be a nuisance or worse and would much prefer to have a good default.
- Required choosing is generally more appropriate for simple yes-or-no decisions than for more complex choices.







| | | | |
|------------------------|-------------------|---------------------|-----------------------|
| 500 Calories | 22g Fat | 44g Carbs | 32g Protein |
|------------------------|-------------------|---------------------|-----------------------|

Show full nutrition & allergens information for this product

*Nutrition values are per Sandwich

**Prices vary by location

Includes

| | | | |
|---|--|---|--|
|  Tomato 5 Cal |  Lettuce 5 Cal |  Butter on Bun 30 Cal |  Pickles 0 Cal |
|---|--|---|--|

- Introduction
- Defaults: Padding the Path of Least Resistance
- **Expect Error**
- Give Feedback
- Understanding Mapping: From Choice to Welfare
- Structure Complex Choices
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Expect Error

- A well designed system expects its users to err and is as forgiving as possible.



- Post-completion error
 - Byrne and Bovair, 1997
 - Once the main task is finished, people tend to forget things relating to previous steps
- Forcing Function
 - In order to accomplish a desire, another step must first be taken.





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mail.google.com says:

It seems like you forgot to attach a file.

You wrote "find attached" in your message, but there are no files attached.
Send anyway?

OK

Cancel



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Give Feedback

- Well designed systems tell people when they are doing well and when they are making mistakes.



- Warning
 - Things are going wrong
 - Things are about to go wrong
 - Avoid “boy who cried wolf”
- Feedback can be improved in many activities



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- **Understanding Mapping: From Choice to Welfare**
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Understanding Mapping

- Mapping is defined as the relation between choice and welfare
- Users choice of options is affected by the choice architect in:
 - What attributes are presented for each choice
 - In which order they are presented
 - Framing of options
 - Incentive for the architect

Examples of Mapping

- Easy choices

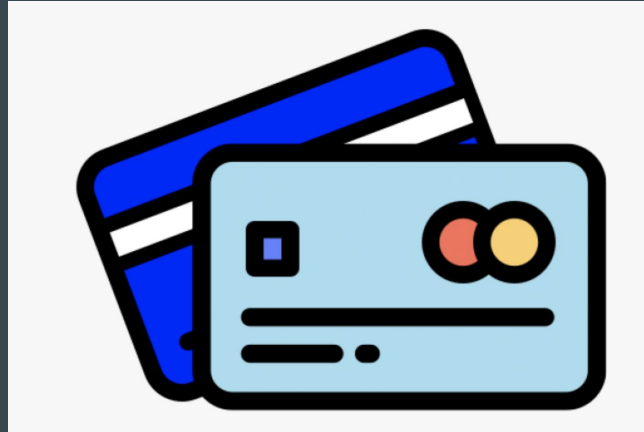


- Difficult Choices



Issues of Mapping

- Complex factors for credit card choice
 - Annual Fee
 - Interest Rate
 - Late payment fee
 - Currency conversion
 - Indirect Fee



RECAP

- To address the problem of complex schemes and non-transparent policies
- Government regulation: RECAP
 - Record, Evaluate, and Compare Alternate Prices
 - Regulates Disclosure Practice : Easy to read disclosures
 - Detailed usage report (Transparency)
- Third party helping in evaluating choices: Removing vested interest

RECAP: Example

Cell Phone Provider

- Disclosure: List all costs in a user readable format
- Usage Disclosure: Send detailed customer usage
 - Allows customer to evaluate choices



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Structure Complex Choices

- Too many choices
 - Unable to comprehend all option
 - Final choice might be suboptimal



Traditional Strategy: Compensatory

- Look into all choices
- List all the attributes of the choices
- Select the best option

Elimination by Aspects

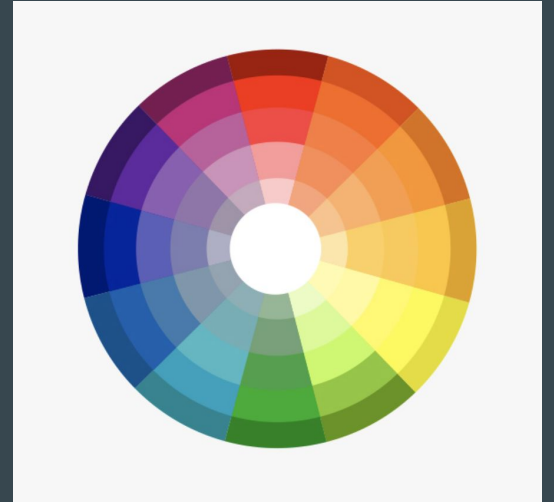
- List the aspects by importance
- Create a threshold for each aspect
- Eliminate Choices to few finalists
- Switch to Compensatory

Elimination by Aspects

- How does bounded rationality affect our strategy for complex choices
- How does scarcity affect the prioritization of aspects

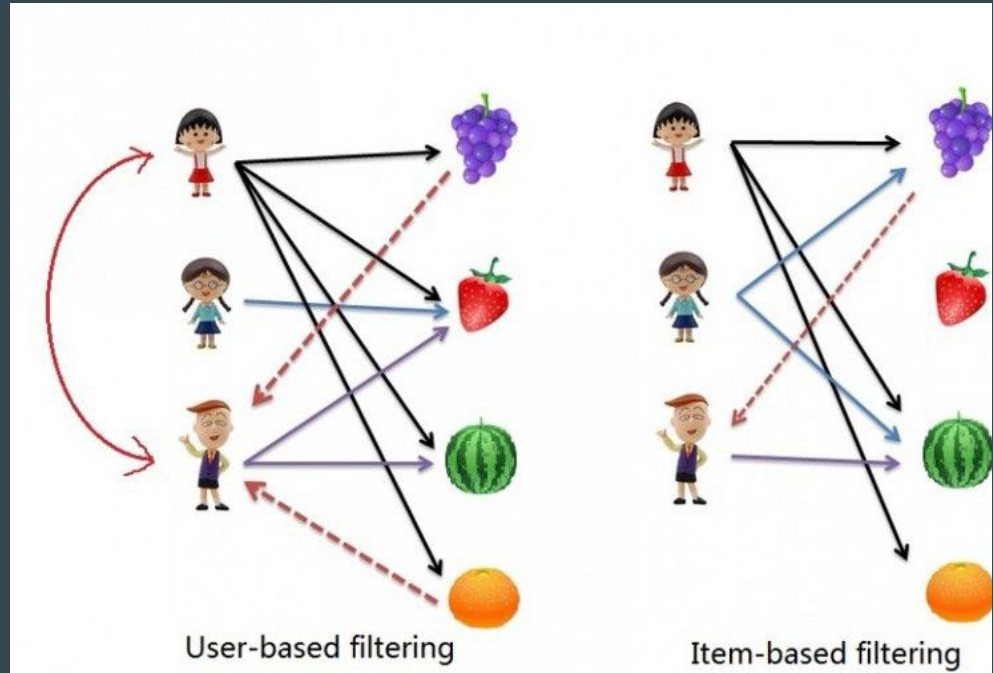
Elimination by Aspect: Paint Store Example

- Choices of colour for painting house:
 - There are more than 2000 choices
 - Names are uninformative (e.g. Kansas Grain)
- Using Paint Wheel for initial filtering



Role of Modern Technology in Selection

- Provides Graphics to see how would the choice look like
- Collaborative Filtering
 - Aggregates choices from customers with similar preferences and provide recommendation
 - Saves cognitive resources and provides feedback based on others experience
 - Might not allow users to learn new information



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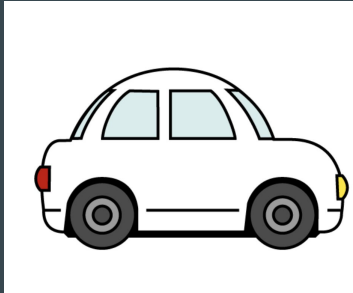
- Traditional economic forces are important in choice architecture.
- Questions for choice architects
 - Who uses?
 - Who chooses?
 - Who pays?
 - Who profits?

Saliency in Incentives

- Are choosers aware of the incentives they face?
 - In free market : YES
 - Always? NO
- Effect of user behaviour:
 - People underweight some salient features
 - And overweight some more visible features

Study of Incentives: Buying a car

- Two choices:



v/s



- Features considered:
 - Gas prices, insurance bill
- Features ignored:
 - Opportunity cost of car price
 - Depreciation
- Upfront Payment

How Incentives influence behaviour?

- How badges affect our priority for features?
 - Social Influence
 - Position Bias
 - Reputation Bias

Critique of the Paper?

• Pros

- Provides a general overview of choice
- Explains different aspect of choice architecture crisply
- Very articulate examples

• Cons

- The concepts of incentives are not properly explained
- How does framing effect complex decision making