

[BE FOUNDATIONS] DEFAULTS IN NUDGING



What is the natural default versus an implied default...and how do you pick one?
Use this worksheet to incorporate DEFAULTS into your choice architecture.

1) CHOOSING A DEFAULT - REMEMBER INCENTIVES

In episode 36 we talked about incentives, use that to line up and choose your defaults.

2) THEN SET UP THE MAP TO GET THERE

Use the worksheet you completed in episode 37 to lead to the default.

3) THE NATURAL DEFAULT

What happens if they do nothing?

4) THE IMPLIED DEFAULT

Use concepts like herding (ep. 19), framing (16) and priming (18) to shift from a natural to an implied default. EX: "Most people choose A, but B is also an option...which would you prefer?"

5) REPEAT AS MANY TIMES AS NEEDED

**WANT
HELP?**

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