

Behavioral Insights and Nudges

GRADUATE SEMINAR

**Tuesday,
January 31st
2017**

Campus Biotech
Room 144.165
9, chemin des Mines
Geneva

Many of the societal challenges we are facing in areas such as health, finance, or the environment call for significant changes in individual behavior. Whereas traditional intervention strategies have been based on information provision, legislation, or incentives, over the last ten years interventions based on Behavioral Insights from psychology and behavioral economics have gained popularity. Focusing on social, cognitive, and affective drivers of human decision-making, these approaches leverage the fact that subtle changes in the way that choice situations are framed and conveyed can have big impacts on resulting decisions and behaviors.

In this workshop, students will be introduced to the theory and application of Behavioral Insights and nudges. In the first part of the workshop, speakers will provide an overview of the psychological drivers of human decision-making and present intervention strategies that may guide behavior towards more favorable decisions. In the second part, participants will work on a case study, applying the strategies learned during the talks to develop an intervention addressing a specific challenge. The interventions will be presented and collectively discussed at the end of the workshop.

14:00 - 14:15

Introduction: Prof. Tobias Brosch, University of Geneva

14:15 - 14:40

Talk Stephanie Mertens, University of Geneva

How choice architecture influences our purchase decisions

14:40 - 14:50

Coffee break

14:50 - 15:15

Talk Jasmin Mahmoodi, University of Geneva

The behavioral economics of energy-related choices

15:15 - 15:40

Talk Dr. Ulf Hahnel, University of Geneva

Social, normative, and affective influences on environmental decision-making

15:40 - 15:50

Presentation of case study

15:50 - 16:00

Coffee break

16:00 - 17:00

Group work on case study

17:00 - 18:00

Presentation and discussion of group work

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