Management Brown Bag Seminar
MARCH 4, 2019
Room 3250, 14:00 – 15:00

_Beyond Nudges: Becoming a Better Choice Architect_

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Abstract:
Realize it or not, we are all choice architects. How we pose options to our family, friends, employees and customers affects what they will choose and how they will experience that choice. And because we all make choices, it is important that we know how choice architects influence our choices. Eric Johnson will discuss two principles that underpin the effects of choice architecture and describe how they help choice architects make better design decisions. These decisions include the number and order of options to present to the decision maker, which attributes to present, and how to describe them, and when decisions should be made. As choices are increasingly made online, he will discuss how firms can combine these tools to build choice engines that help consumers make better, faster, and more confident decisions, and will offer examples from leading companies and public policy.