



## Dagens oplæg:

- Introduktion til nudging
- i. Begreber - Hvad er nudging og nudging?
  - ii. Teori - hvorfor virker nudging?

- Projekt om ulykker på lager- og godstransportområdet
- i. Defaults - Hvad sker der når vi ændrer standardindstillinger?
  - ii. Opmærksomhed - Hvorfor er mere opmærksomhed ikke altid løsningen?
  - iii. Tilgængeligheds heuristik - Et par ord om 'Det-sker-ikke-for-mig-mentaliteten'.
  - iv. Scarcity - Mental kapacitet er en begrænset ressource.
  - v. Hot spots & Touch points - Hvorfor er de relevante for implementering af allerede eksisterende løsninger?



RENOVERING  
AF BILLAGS- OG FODKULDEBILLAGS  
KØKKENER  
i Nudgeyou

iNudgeyou

---

---

---

---

---

---

---

---

## Hvad er et nudging?

iNudgeyou

---

---

---

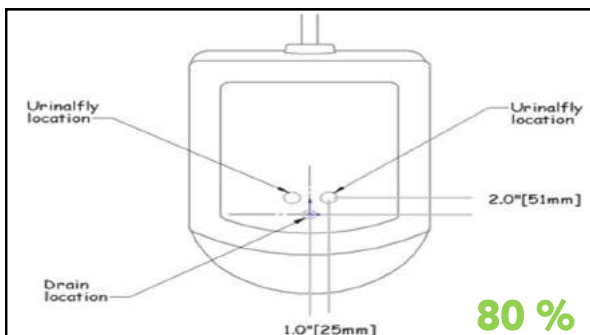
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

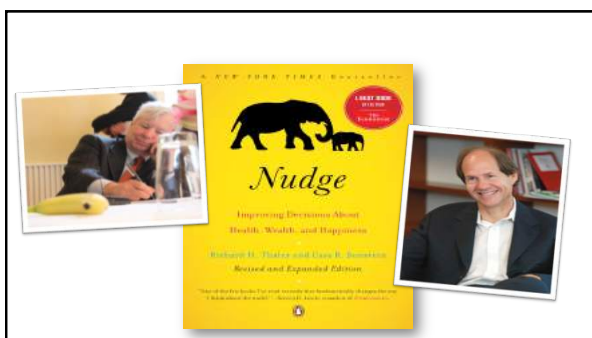
---

---

---

---

---



---

---

---

---

---

---

---

---

# nudge

Et nudge er en funktion af ethvert forsøg på at påvirke menneskers vurdering, valg eller adfærd i en fornuftig retning (1) under antagelsen af at kognitive bias, rutiner og vaner påvirker vores individuelle og sociale adfærd, og (2) som virker ved at gøre brug af disse som en integreret del af sådanne forsøg.

Det betyder bl.a. at et nudge fungerer uafhængigt af

- 1) begrænsninger af valgmuligheder, eller
- 2) ændringer ved handlingsalternativernes omkostninger (herunder økonomi, tid, besvær, social sanktioner, o. lign.)
- 3) ny informationsgivning

Hansen, PG & Jespersen, AM (2013) Nudge & The Manipulation of Choice - A Framework for the Responsible Use of the Nudge Approach to Behaviour Change in Public Policy, *The European Journal of Risk Regulation*, Volume 1, 2013, 3-28

---

---

---

---

---

---

---

---

Hvad er nudging?

iNudgeyou

---

---

---

---

---

---

---

nudging

1. Den systematiske evidensbaserede brug af adfærdsindsigter

2. Dual proces kognitiv teori

3. Brugen af videnskabelige metoder til effektmåling og læring

iNudgeyou

---

---

---

---

---

---

---

Teori

Hvorfor virker nudges?

iNudgeyou

---

---

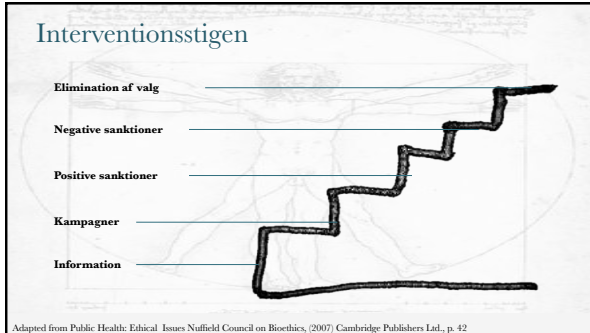
---

---

---

---

---



---

---

---

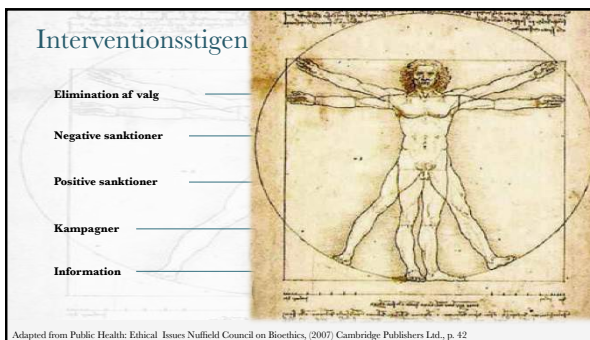
---

---

---

---

---



---

---

---

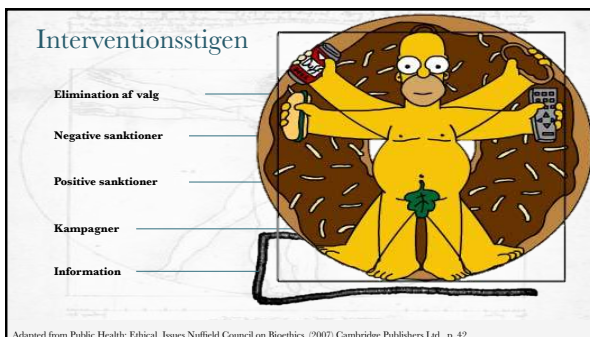
---

---

---

---

---



---

---

---

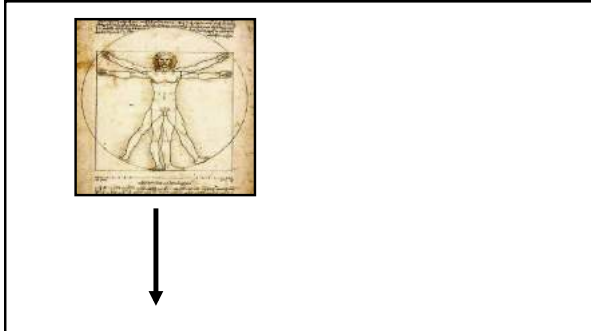
---

---

---

---

---



---

---

---


---

---

---

---

---



### Dual Process Cognitive Theory

1. Slovic A. (1996) The empirical case for two systems of reasoning. *Psychological Bulletin*, 119, 3-22.
2. Kahneman D. (2003) A perspective on judgement and choice. *American Psychologist*, 58, 697-720.
3. Evans J. (2003). "In two minds: dual-process accounts of reasoning". *TRENDS in Cognitive Sciences* 7 (10).
4. Stanovich, K.E., West, R.F. (2000). "Individual difference in reasoning: implications for the rationality debate?". *Behavioural and Brain Sciences* 23: 645-726.
5. Stappie, E., Waterhouse (2009). "Negations in Syllogistic Reasoning: Evidence for a Heuristic - analytic Conflict". *The Quarterly Journal of Experimental Psychology* 62 (8).

---

---

---

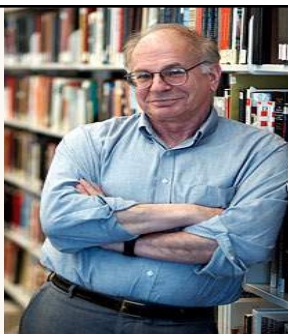
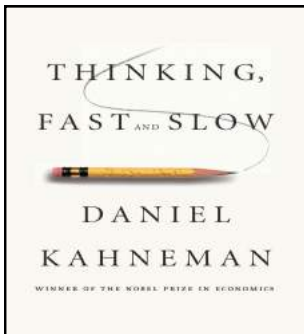
---

---

---

---

---



THINKING,  
FAST AND SLOW

DANIEL  
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

$$34 \times 52 = \underline{\quad}$$

---

---

---

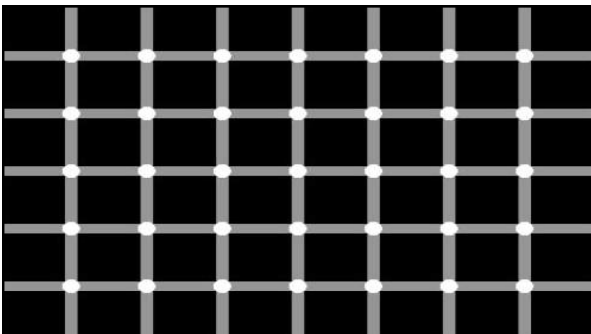
---

---

---

---

---



---

---

---

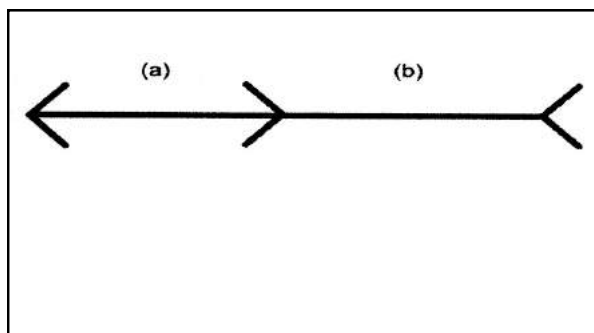
---

---

---

---

---



---

---

---

---

---

---

---

(1) Kemoterapi med 80% chance for at overleve?

(2) Strålebehandling med 20% risiko for at dø?

---

---

---

---

---

---

---



---

---

---

---

---

---

---





---

---

---

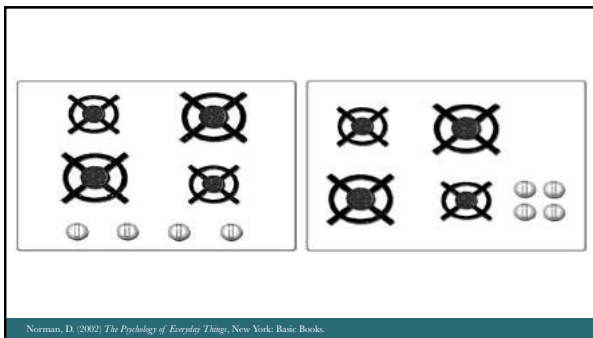
---

---

---

---

---



---

---

---

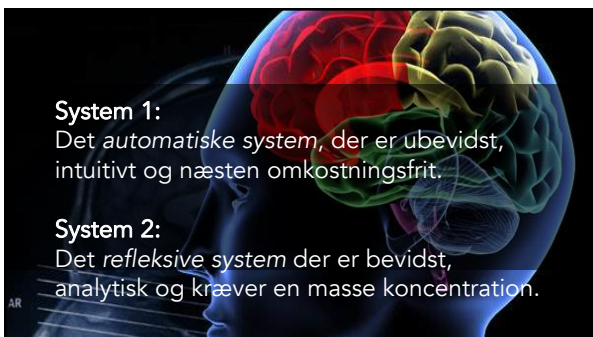
---

---

---

---

---



---

---

---

---

---

---

---

---

**Decision-making and behavioral biases**

**Anchoring** – the common human tendency to rely too heavily, or "anchor," on one trait or piece of information when making decisions.

**Attentional Bias** – implicit cognitive bias defined as the tendency of emotionally dominant stimuli in one's environment to preferentially draw and hold attention.

**Backfire effect** - Evidence disconfirming our beliefs only strengthens them.

**Bandwagon effect** – the tendency to do (or believe) things because many other people do (or believe) the same. Related to [groupthink](#) and [herd behavior](#).

**Bias blind spot** – the tendency to see oneself as less biased than other people.<sup>[4]</sup>

**Choice-supportive bias** – the tendency to remember one's choices as better than they actually were.<sup>[5]</sup>

**Confirmation bias** – the tendency to search for or interpret information in a way that confirms one's preconceptions.<sup>[4]</sup>

**Congruence bias** – the tendency to test hypotheses exclusively through direct testing, in contrast to tests of possible alternative hypotheses.

**Contrast effect** – the enhancement or diminishing of a weight or other measurement when compared with a recently observed contrasting object.<sup>[3]</sup>

**Denomination effect** – the tendency to spend more money when it is denominated in small amounts (e.g. coins) rather than large amounts (e.g. bills).<sup>[2]</sup>

**Distinction bias** – the tendency to view two options as more dissimilar when evaluating them

---

---

---

---

---

---

---

---

# Risikovurdering

## - i et adfærdsmæssigt perspektiv

iNudgeyou

---

---

---

---

---

---

---

---

## Risikovurdering

Emne:

- Projekt om ulykker på lager- og godstransportområdet i et adfærdsmæssigt perspektiv.

Formål:

- Bidrage til arbejdet med at reducere antallet af arbejdsulykker inden for området.



iNudgeyou

---

---

---

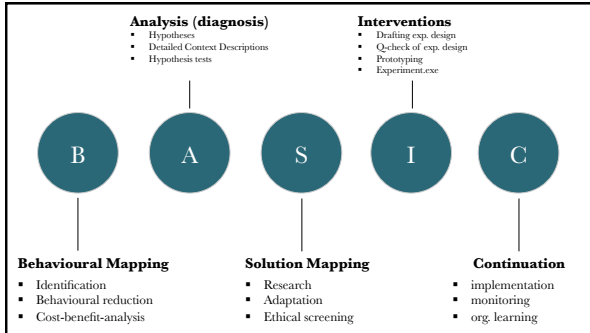
---

---

---

---

---




---

---

---

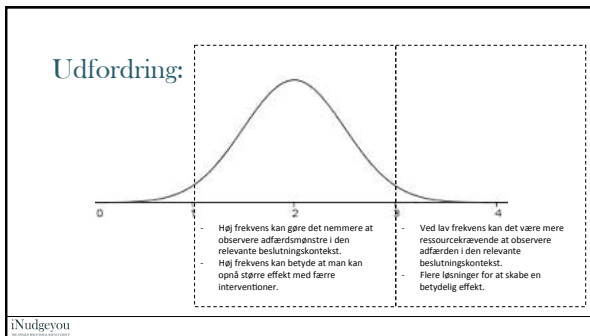
---

---

---

---

---




---

---

---

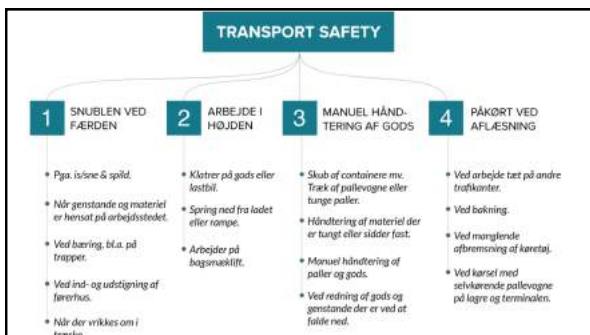
---

---

---

---

---




---

---

---

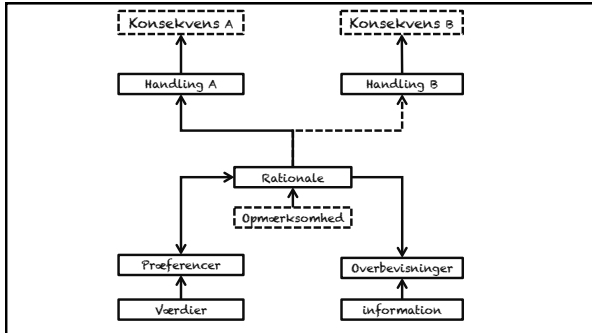
---

---

---

---

---



---

---

---

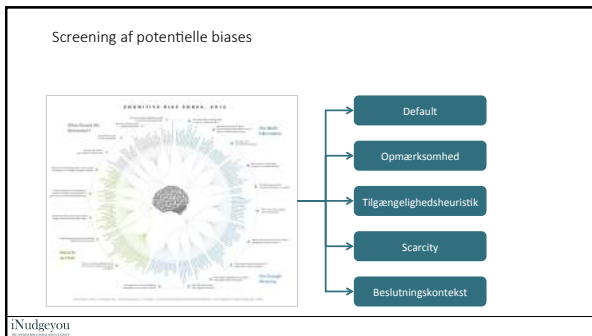
---

---

---

---

---



---

---

---

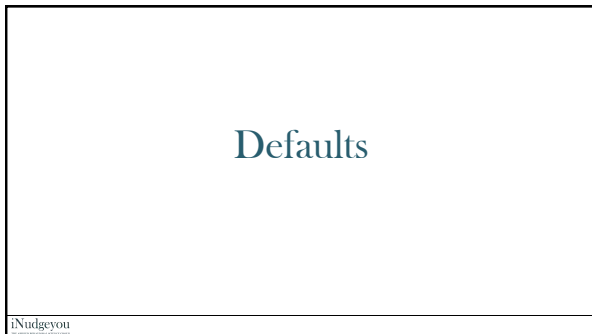
---

---

---

---

---



---

---

---

---

---

---

---

---

Kan vi ændre standardindstillinger så u hensigtsmæssig adfærd ikke ender i en ulykke?



iNudgeyou

---

---

---

---

---

---

---

---

Kan vi ændre standardindstillinger så u hensigtsmæssig adfærd ikke ender i en ulykke?



iNudgeyou

---

---

---

---

---

---

---

---

**Opmærksomhed**  
- Hvorfor det er så svært  
at fokusere på det rigtige

iNudgeyou

---

---

---

---

---

---

---

---

Quirkology Channel

**THE COLOUR  
CHANGING  
CARD TRICK**

www.RichardWiseman.com

---

---

---

---

---

---

---



---

---

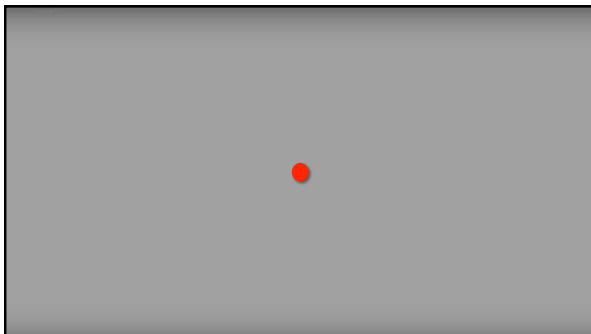
---

---

---

---

---



---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

Eksempler på strategisk  
styrning af  
opmærksomhed

iNudgeyou

---

---

---

---

---


---

---


---

THE NEW YORK TIMES BESTSELLER

**THE CHECKLIST MANIFESTO**  
HOW TO GET THINGS RIGHT



BY  
**ATUL GAWANDE**  
MEDICAL SCHOOL DEPARTMENT OF SURGERY



iNudgeyou <http://atulgawande.com>

---

---

---

---

---

---

---

---



---

---

---

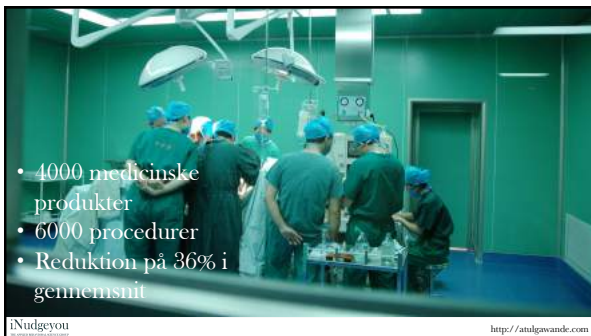
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

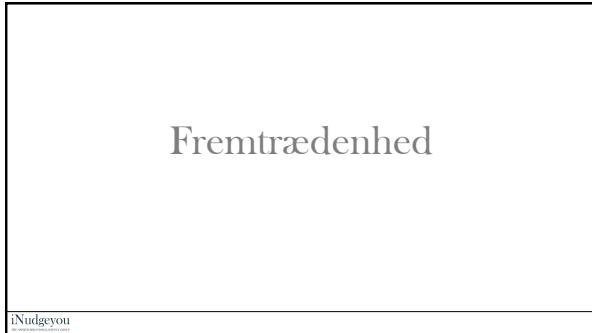
---

---

---

---





---

---

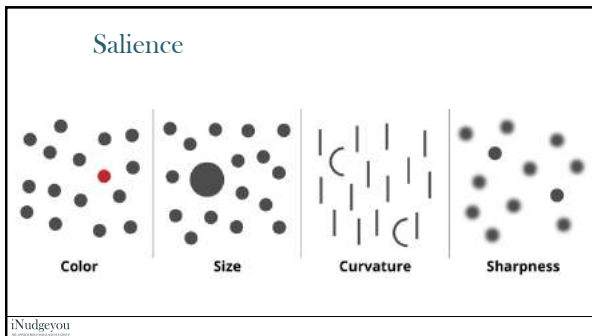
---

---

---

---

---



---

---

---

---

---

---

---



---

---

---

---

---

---

---

Hvis-så-planer

iNudgeyou

---

---

---

---

---

---

---



"Et mål uden en plan er blot et ønske"

- Antoine de Saint-Exupéry

if this then that

---

---

---

---

---

---

---

KAN MAN NUDGE TIL MERE MOTION?



---

---

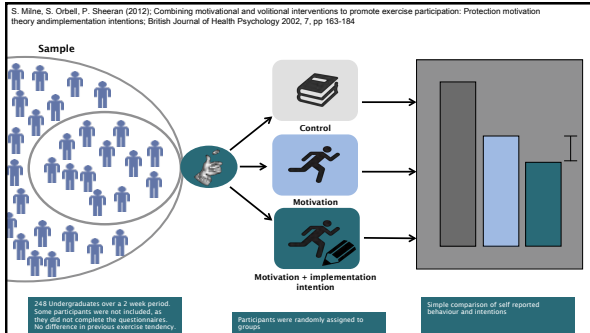
---

---

---

---

---




---

---

---

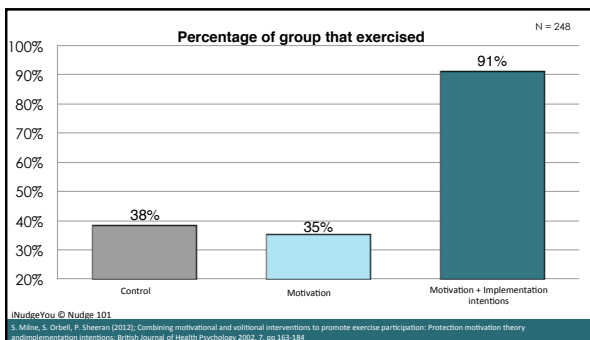
---

---

---

---

---




---

---

---

---

---

---

---

---

Opmærksomhed – Arbejd strategisk med at styre opmærksomheden på hensigtsmæssige tidspunkter.

Situationer hvor en situation er kærkommen til skade, fordi den ikke så længe efter havde gjort at de sig mod en potentielt fare og ofte forhindret til opmærksomhed.

Nudgeyou

---

---

---

---

---

---

---

---

# Tilgængelighedsheuristik - 'det sker ikke for mig'

iNudgeyou

---

---

---

---

---

---

---



---

---

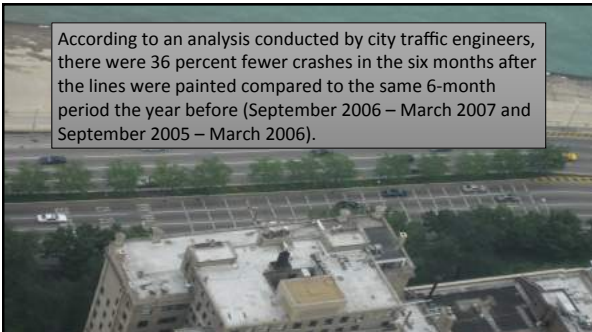
---

---

---

---

---



---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

Giv feedback inden folk kommer til skade

Situationer hvor chaufføren tænker om ulykkesrisiko er: "Det skal være for mig" eller udfører den samme handling adskillige gange og igen og igen. I så fald er det vigtigt at have feedback fra kollegaer og eventuelt kunden med mentalt fjerøgenhed.

Nudgeyou

---

---

---

---

---

---

---

---

**Scarcity**  
- Mental kapacitet er en  
knap ressource

iNudgeyou

---

---

---


---

---

---

---

Scarcity - Eliminér tidspres og skab overskud



iNudgeyou

---

---

---

---

---

---

---



**What  
You  
See  
Is  
All  
There  
Is**

---

---

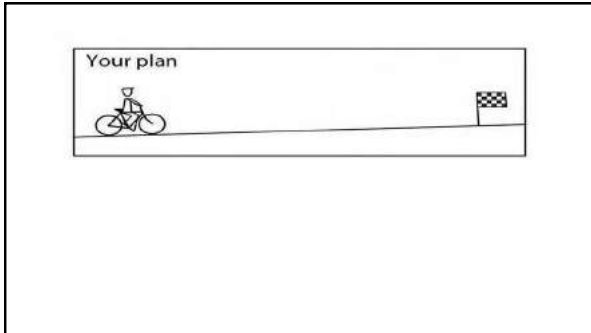
---

---

---

---

---



---

---

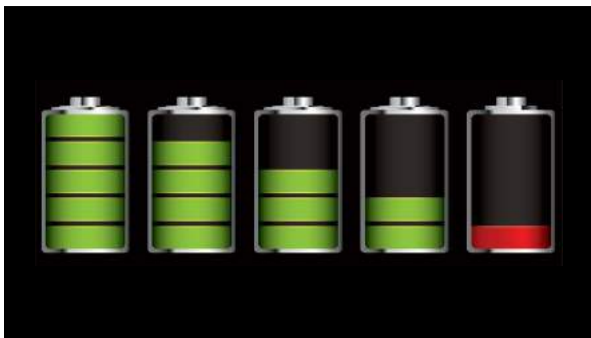
---

---

---

---

---



---

---

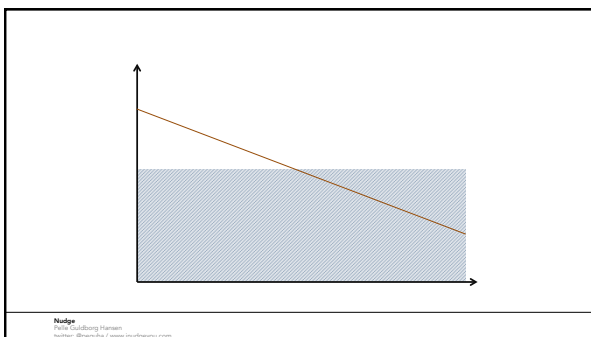
---

---

---

---

---



---

---

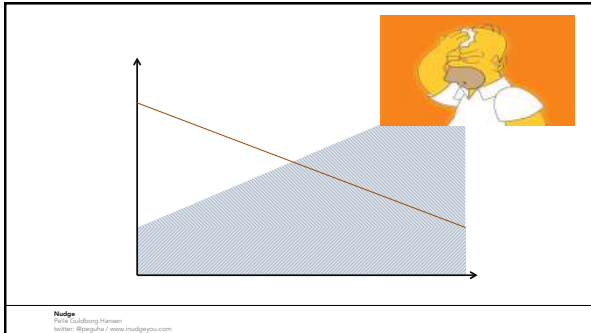
---

---

---

---

---



---

---

---

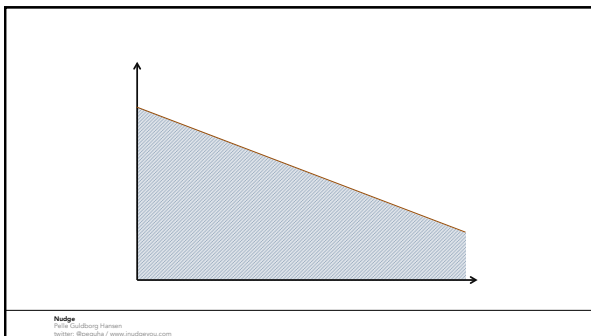
---

---

---

---

---



---

---

---

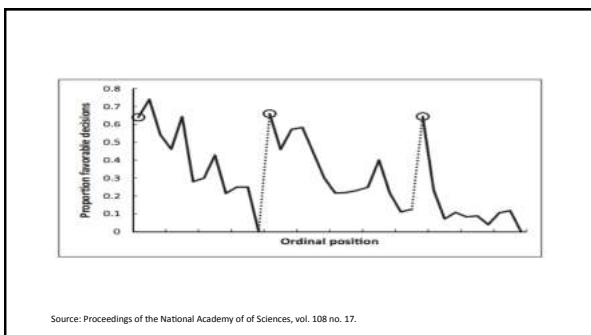
---

---

---

---

---



---

---

---

---

---

---

---

---



## Planlægnings fejtagelser

- **Spørg andre:** kollegaer er bedre til at vurdere hvornår en opgave er færdig end én selv.
- **Gang med X-faktor:** i Microsoft lægger projektledere automatisk 30% til en software udviklers vurdering af hvornår et projekt er færdigt (50% hvis det involverer et nyt operativ system).
- Brug referenceklasse: i stedet for at spørge hvor langt tid det vil tage dig, så spørg hvor lang tid opgaver, som denne plejer at tage andre.

---

---

---

---

---

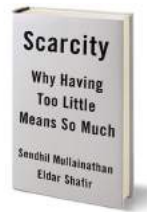
---

---

---

Scarcity – Tænk i om det er muligt at reducere tidspres

Her chancerne har travlt og koster ud for en succesfuld virksomhed er sparsomme for at handle på tid.



iNudgeyou

---

---

---

---

---

---

---

---

## Hot spots & touch points

iNudgeyou

---

---

---

---

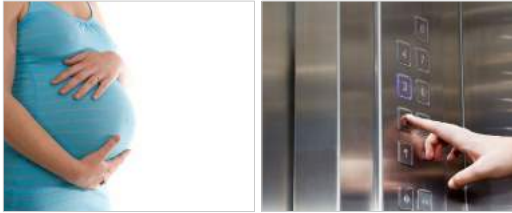
---

---

---

---

Eksempler på hot spots



---

---

---

---

---

---

---

---

Eksempler på touch points



---

---

---

---

---

---

---

---

Hot spots & touch points - Identifier relevante beslutningskontekster og implementer løsningen der.



Nudgeyou

---

---

---

---

---

---

---

---

## Opsamling

Generelle pointer:

- Hvad er et nudge? Et nudge er et forsøg på at påvirke adfærd.
- Hvad er nudging? Nudging dækker over arbejdet med at udvikle nudges.
- Hvorfor virker nudges? Nudges virker fordi man anlagger et nyt menneskesyn.

1. Tenk i default løsninger – Er der et sted, hvor I kan ændre miljøet, så uheldsmæssig adfærd ikke fører til arbejdsulykker.
2. Opmærksomhed – Tenk i at styre opmærksomheden strategisk relativt til særlige arbejdsulykker.
3. Tilgængeligheds heuristik – Giv feedback på uheldsmæssig adfærd for det fører til arbejdsulykker.
4. Scarcity – Arbejd på at reducere tidspres gennem planlægning.
5. Hot spots & touch points - Tenk i om der er hot spots og touch points, hvor I kan implementere allerede eksisterende løsninger.

iNudgeyou

---

---

---

---

---

---

---

---

## Spørgsmål?

iNudgeyou

---

---

---

---

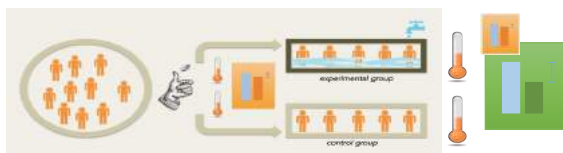
---

---

---

---

## Randomised controlled trials (RCTs)




---

---

---

---

---

---

---

---

Tak for jeres opmærksomhed!

iNudgeyou

---

---

---

---

---

---

---