

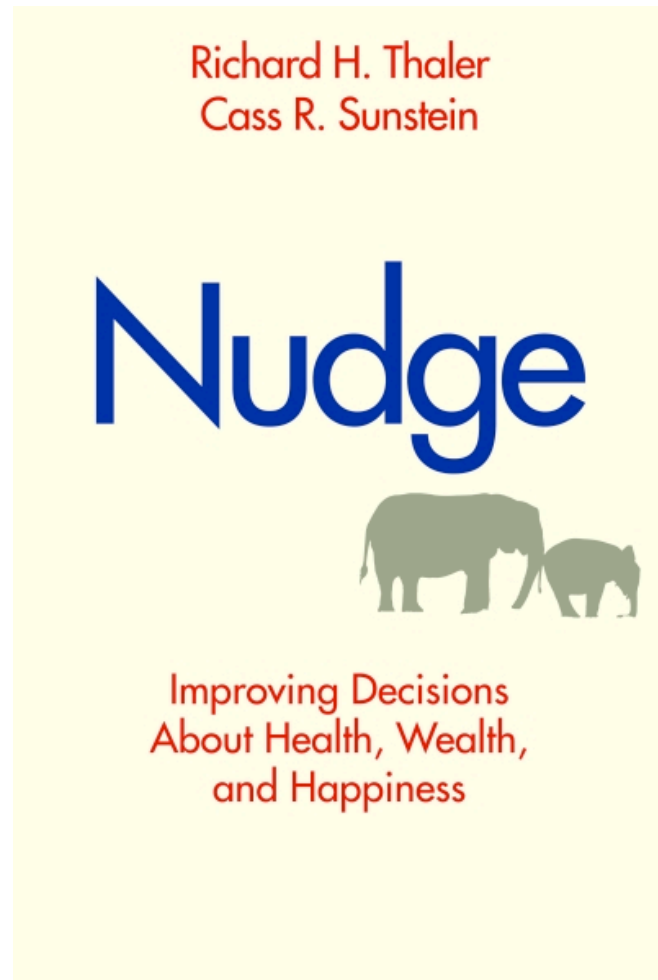
What does it mean to design a “nudge”?

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Overview

- What is a Nudge?
- Choice architects: godly or human?
- Artifacts: inert or active?
- Libertarian paternalism: guidance or control?
- Summary

“Improving Decisions About Health, Wealth, and Happiness”



“[I]n many cases, individuals make pretty bad decisions – decisions they would not have made if they had paid full attention and possessed complete information, unlimited cognitive abilities, and complete self-control.”

Nudge Example: Designing the “healthy” cafeteria



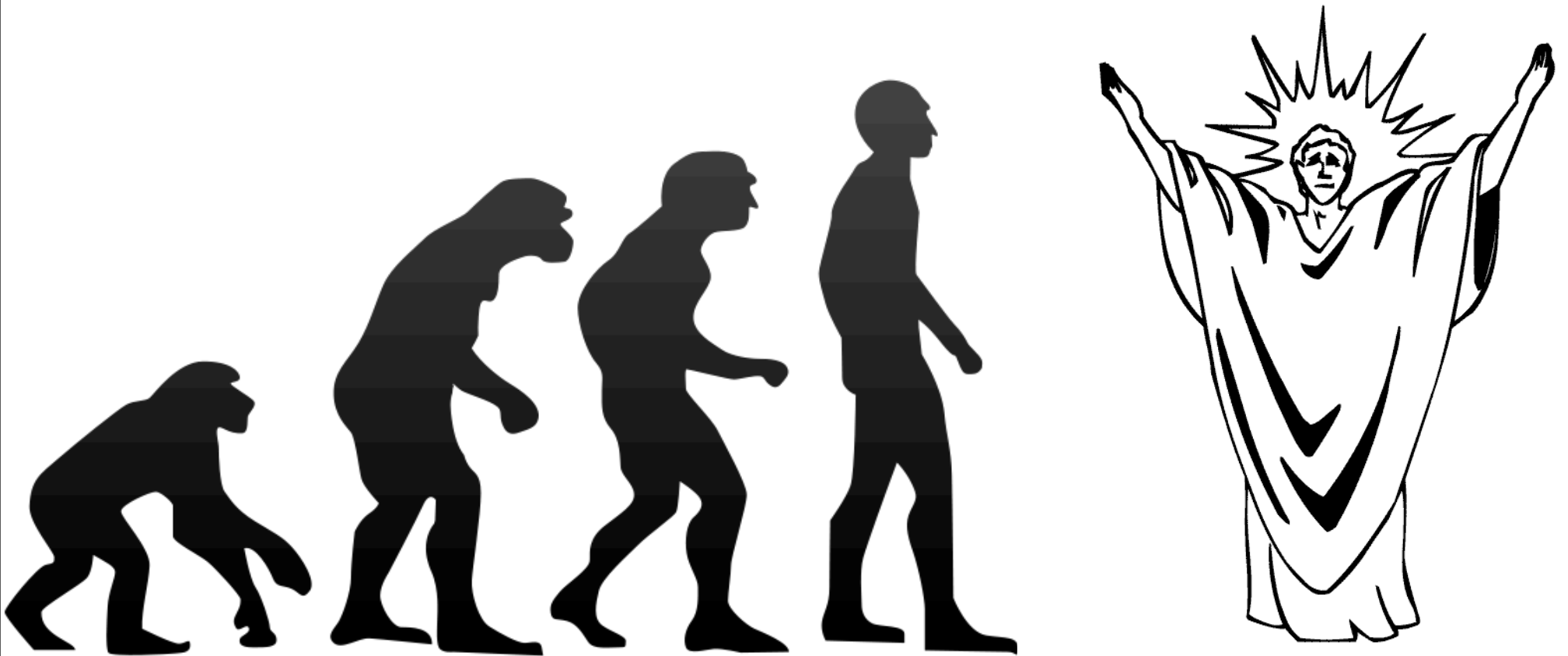
Choice Architects, Artifacts, & “Libertarian Paternalism”

Choice Architects - people with the responsibility for organizing the context in which people make decisions.

“Nudge” Artifact - any aspect of choice architecture that alters people’s behavior in a predictable way without forbidding any options or significantly changing their economic incentives.

Libertarian Paternalism Philosophy- liberty-preserving design that influences humans to make better choices that they would themselves make if they could (1) pay full attention to the decisions they make and (2) possess complete information

Choice Architects: Godly or Human?



Artifacts: Inert or Active?

- There Are No Neutral Artifacts
 - Artifacts as embodied values
(Langdon Winner, “Do Artifacts Have Politics?”)
- Artifacts are appropriated
 - Guns + People = People with Guns
(Lucy Suchman’s Presentation on “Human-Machine Reconfigurations”, 2010)

Libertarian Paternalism: Guidance or Control?



- libertarian paternalism is paradoxical, misleading
 - paternalism with superficial commitment to freedom
- power relationships being swept under the rug
 - constructs designer as parent, user as child
 - user as uncritical, unengaged actor

Consequences of “Nudge” in Society



- Who are the “choice architects” of our society?
 - “Choice architect” inherently privileged
- How do values and intent impact design?
 - Underestimate the power of a designer
 - Overestimate the power of artifact appropriation
- What philosophy do they follow?
 - Where is the user involvement (action model, design process, artifact enactment, designer reflexivity)?

Thank you!

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