

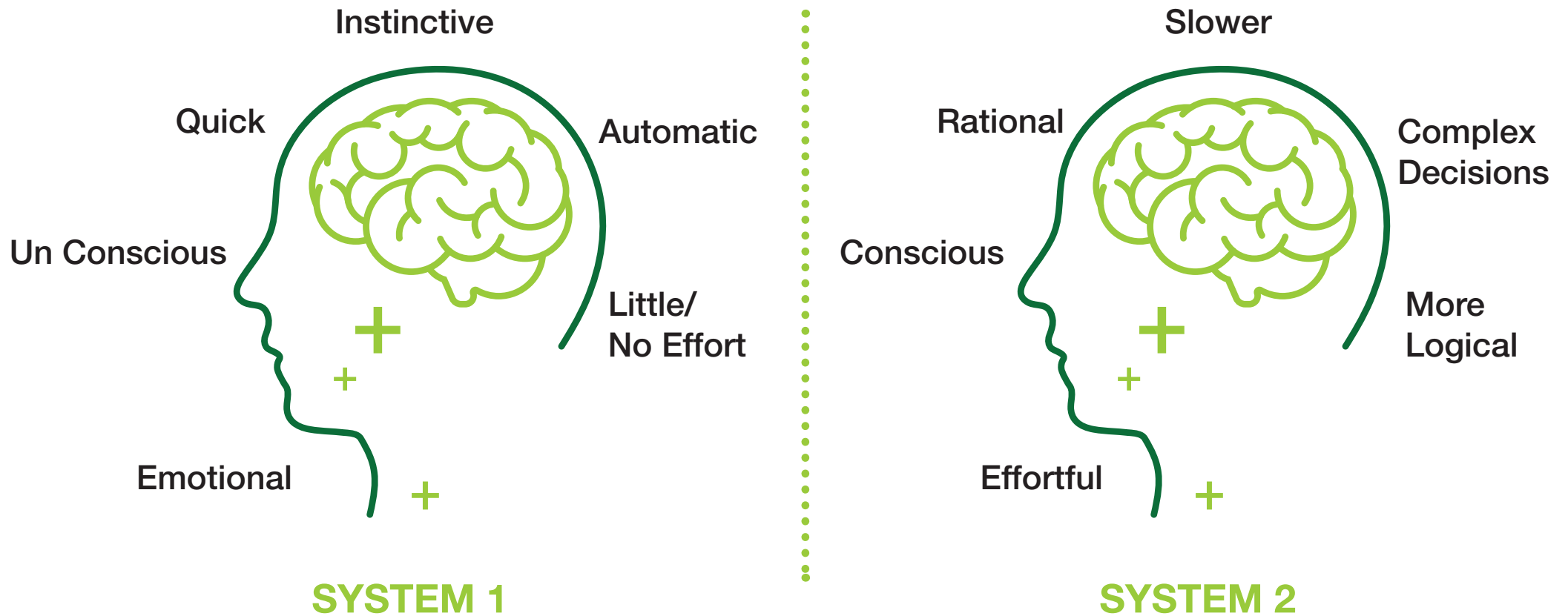
Nudging and Sludging:

Some of the ways organisations try to influence our decision-making



Making decisions – 2 ways of thinking

Systems of thinking



Examples of System 1 and 2 thinking in your own life

- **System 1** - a fast, almost automatic way of thinking.

Question: Can you think of 2 examples of using this way of thinking in your daily life?

- **System 2** - a slower, more mindful and deliberate way of thinking.

Question: Can you think of 2 examples of using this way of thinking from your daily life?

Nudges and Sludges to influence our System 1 thinking

- Organisations often try to influence our behaviour.
 - They introduce small changes to our environment that appeal to our habit of defaulting to less conscious, System 1 thinking.
 - When these small changes are to promote our wellbeing, they are called **Nudges**.
 - When these small changes are to promote the organisations' interests, they are called **Sludges**.
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What counts as a ‘Nudge’

To be counted as only a ‘**Nudge**’, the action/ prompt has to:

- **leave a choice:**
e.g. doesn’t ban certain foods but makes the healthier choice made more attractive
 - **be transparent and never misleading:**
e.g. gives clear nutrition information on food packaging
 - **be easy to opt out of:**
e.g. a free healthy-eating programme that doesn’t penalise people in some way if they drop out.
 - **be designed for the benefit of the people being ‘nudged’:**
e.g. promotes vegetable consumption because there is reliable evidence of the benefits to people’s health
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What counts as a 'Sludge'

A '**Sludge**', on the other hand, is an action or prompt that leaves a choice, but is:

- **Often misleading:**
e.g. a dessert which is marketed as low in fat without highlighting that it's high in sugar.
 - **Not easy to opt out of:**
e.g. a streaming subscription services where joining is easy and cancelling much more difficult.
 - **Designed for the benefit of the organisation rather than the person/people being 'sludged':**
e.g. a company which markets energy drinks to students near exam time regardless of the possible impact on their health
 - A '**sludge**' does the opposite of a 'nudge'.
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Nudges and Sludges to change food - related behaviours

- **Can you think of ways a school might nudge students towards healthier food behaviours?**
 - **Can you think of ways in which a supermarket might sludge people to increase their sales?**
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