3:40 PM - 4:20 PM

[1G3-OS-13a-02] (Invited talk) Cognitive science of choice and manipulation

The rocky road of nudge to well-being

Ayumi Yamada¹ (1. The University of Shiga Prefecture)

Keywords: nudge, behavioral economics, well-being, choice behavior, manipulation

Advances in behavioral economics and psychology have revealed the mechanism of human decision-making, and driven increasingly widespread practices of nudging people toward better choices. This lecture will span a range of theories, issues, and approaches that represent the frontier of nudge research. The lecture offers a general introduction of the idea of nudging, and touches on potential pitfalls as well as benefits that might result from nudging. It also provides a discussion of how the idea of nudging could be developed as tools for improved social interacting.