

Nudge Psyche Checklist

Nudge Summary:					
Nudge Design			Nudgee Attitudes		
1. Goals	2. Controllability	3. Influence Type	4. Trust	5. Fairness	6. Acceptability
<ul style="list-style-type: none"> ● Individual ● Company 	<ul style="list-style-type: none"> ● Substantial Non-control ● Resistability Versus Easy Resistance ● System 1 ● System 2 	<ul style="list-style-type: none"> ● Rational Persuasion ● “Narrow” Nudge ● Constructed Preferences ● Incentive ● Disincentive ● Behavioral Prod ● Coercion ● Compulsion ● Choice Elimination 	<ul style="list-style-type: none"> ● Goal Alignment ● Ownership (e.g., psych) 	<ul style="list-style-type: none"> ● Procedural Justice ● Distributive Justice ● Interpersonal Justice ● Informational Justice 	<ul style="list-style-type: none"> ● Positive Frames ● Demonstrate Effectiveness (Experienced, Hypothetical) ● Effectiveness of Others Over Self ● Highlighting Intentions (e.g., Sustainability, Health) ● Social Dominance Orientation (or Moral Foundations Theory)