

Nudging og bæredygtighed

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- Læs mere om mit ph.d. project:
<https://www.sdu.dk/da/forskning/forskningsformidling/citizenscience/media-habits>

Program

Intro til adfærdsdesign og nudging

Cases og eksempler

Få nudging ind i undervisningen

At kommunikere om klima

Definition af nudging & adfærdsdesign

"Nudging er brugen af en bestemt typer af interventioner til at skabe adfærdsforandring"

Hansen, 2018

"Adfærdsdesign handler helt grundlæggende om at påvirke vores valg og handlinger ved at ændre på aspekter af vores omgivelser, der ud fra psykologisk teori antages at have betydning for vores valg og handlinger"

Jensen & Lieberoth, 2017

"Adfærdsdesign er meget kort fortalt kunsten at kunne ændre menneskers adfærd baseret på evidensbaserede indsigter om menneskers måde at træffe beslutninger på."

Mûnster, 2017



What will climate feel like in 60 years?

Odense, Denmark

Settings

Learn more

Give now!

Odense, Denmark

Selected City

Odense, Denmark

For high emissions, summers in Odense, Denmark are expected to be 4.5°C (8.2°F) warmer and 13% drier. Winters are expected to be 4.5°C (8.1°F) warmer and 16.1% wetter.

Vegetation type: **Temperate Broadleaf and Mixed Forests**

Best Climate Analog

Montricoux, Occitanie, France

Climate conditions most similar to Odense, Denmark's climate in 2080 can be found today in Montricoux, Occitanie, France.

Vegetation type: **Temperate Broadleaf and Mixed Forests**







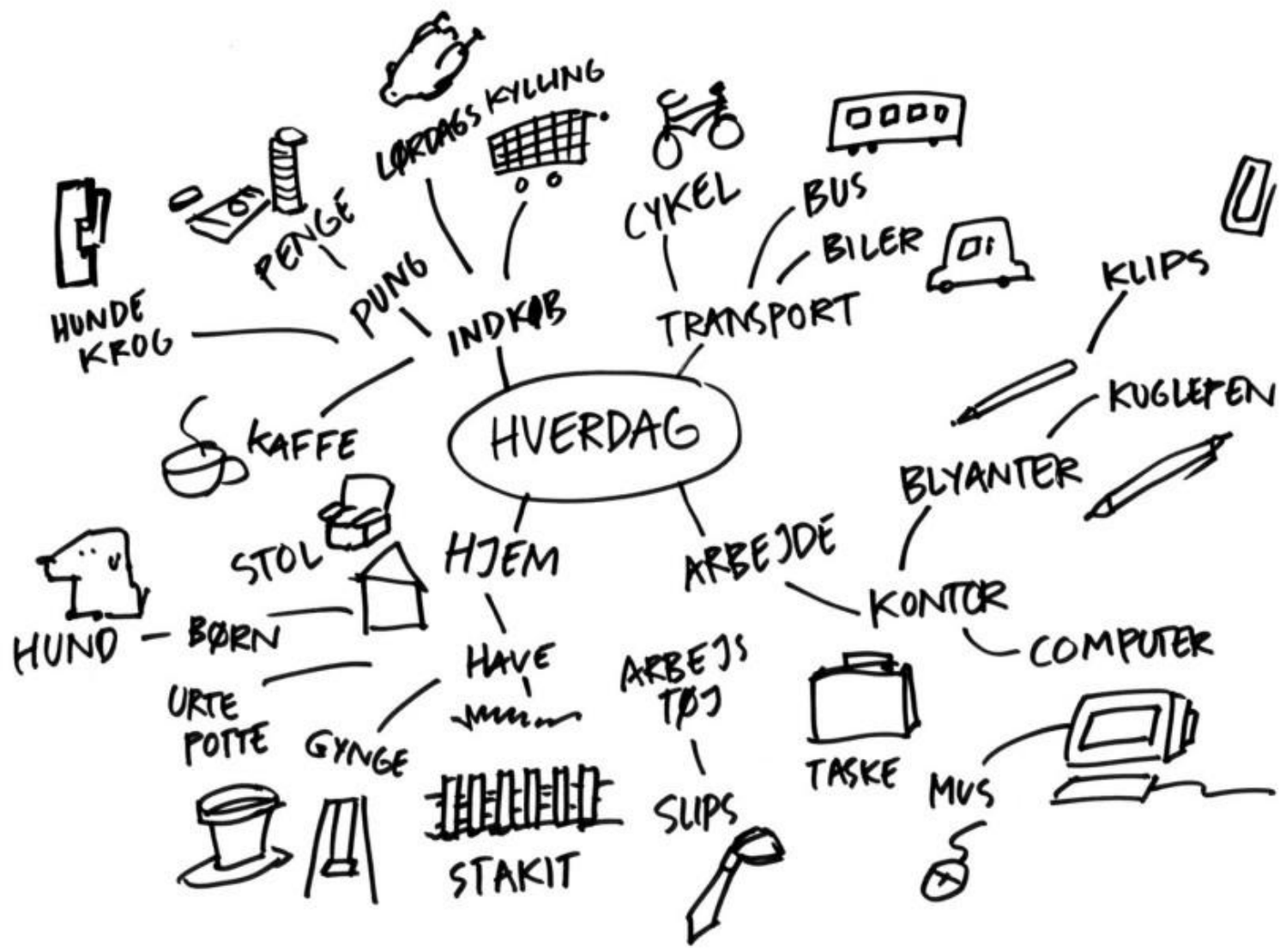
When poll is active respond at PollEv.com/sdu



Del dine erfaringer med adfærdsdesign...

Nobody has responded yet.

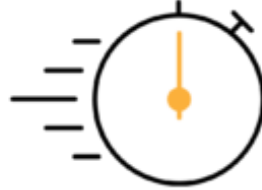
Hang tight! Responses are coming in.



System 1

System 2

Fast



Slow

Unconscious



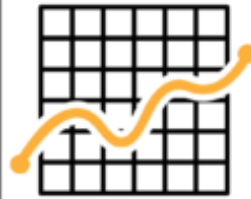
Conscious

Automatic



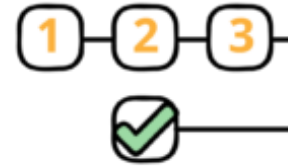
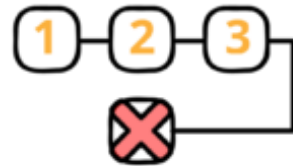
Effortful

Everyday
Decisions



Complex
Decisions

Error
prone



Reliable

Nudges

Professor Richard Thaler udtrykker at...

"nudging kan hjælpe på langt de fleste problemer, men nudging er isoleret set ikke løsningen på de fleste problemer".



Vores mentale ressourcer er begrænset



Hukommelsen

Hvor meget kan vi huske på en gang? (Miller, 1956)



Opmærksomheden

Hvor meget kan vi nå at opfatte på en gang? (Chabris & Simons, 2009)



Viljestyrke og mental energi

Hvor stor en evne har vi til at vurdere og undgå træthed (Danziger et al. 2011)



Beslutningskraft

Hvor meget info har vi brug for at kunne træffe en beslutning? (Simon, 1982)

Overconfidence bias

- Er du bedre end gennemsnittet til at køre bil?
- Er du klogere end gennemsnittet i dette lokale?
- Er du en bedre kæreste/partner end gennemsnittet?
- Er du lidt dygtigere end gennemsnittet i din afdeling?



Typiske biases

POLR: Vi gør hvad der er nemt

Social proof: Vi gør som andre

Salience: Vi gør, hvad der er synligt for os

Personligt: Vi reagerer på personlige beskeder

Konsistens: Vi gør hvad vi forpligter os til

Tabt aversion: Tab motiverer mere end gevinster

Defaults: Vi læner os op af prædefinerede valg

Framing: Rammen diktere handlingen

Feedback: Mennesker har brug for at blive guidet

Scarcity: Vi vil have det vi ikke kan få

20 COGNITIVE BIASES THAT SCREW UP YOUR DECISIONS

1. Anchoring bias.

People are **over-reliant** on the first piece of information they hear. In a salary negotiation, whoever makes the first offer establishes a range of reasonable possibilities in each person's mind.



2. Availability heuristic.

People **overestimate the importance** of information that is available to them. A person might argue that smoking is not unhealthy because they know someone who lived to 100 and smoked three packs a day.



3. Bandwagon effect.

The probability of one person adopting a belief increases based on the number of people who hold that belief. This is a powerful form of **groupthink** and is reason why meetings are often unproductive.



4. Blind-spot bias.

Failing to recognize your own cognitive biases is a bias in itself. People notice cognitive and motivational biases much more in others than in themselves.



5. Choice-supportive bias.

When you choose something, you tend to feel positive about it, even if that **choice has flaws**. Like how you think your dog is awesome — even if it bites people every once in a while.



6. Clustering illusion.

This is the tendency to **see patterns in random events**. It is key to various gambling fallacies, like the idea that red is more or less likely to turn up on a roulette table after a string of reds.



7. Confirmation bias.

We tend to listen only to information that confirms our **preconceptions** — one of the many reasons it's so hard to have an intelligent conversation about climate change.



8. Conservatism bias.

Where people favor prior evidence over new evidence or information that has emerged. People were **slow to accept** that the Earth was round because they maintained their earlier understanding that the planet was flat.



9. Information bias.

The tendency to **seek information when it does not affect action**. More information is not always better. With less information, people can often make more accurate predictions.



10. Ostrich effect.

The decision to **ignore dangerous or negative information** by "burying" one's head in the sand, like an ostrich. Research suggests that investors check the value of their holdings significantly less often during bad markets.



11. Outcome bias.

Judging a decision based on the **outcome** — rather than how exactly the decision was made in the moment. Just because you won a lot in Vegas doesn't mean gambling your money was a smart decision.



12. Overconfidence.

Some of us are **too confident about our abilities**, and this causes us to take greater risks in our daily lives. Experts are more prone to this bias than laypeople, since they are more convinced that they are right.



13. Placebo effect.

When **simply believing** that something will have a certain effect on you causes it to have that effect. In medicine, people given fake pills often experience the same physiological effects as people given the real thing.



14. Pro-innovation bias.

When a proponent of an innovation tends to **overvalue its usefulness** and undervalue its limitations. Sound familiar, Silicon Valley?



15. Recency.

The tendency to weigh the **latest information** more heavily than older data. Investors often think the market will always look the way it looks today and make unwise decisions.



16. Saliency.

Our tendency to focus on the **most easily recognizable features** of a person or concept. When you think about dying, you might worry about being mauled by a lion, as opposed to what is statistically more likely, like dying in a car accident.



17. Selective perception.

Allowing our expectations to **influence how we perceive** the world. An experiment involving a football game between students from two universities showed that one team saw the opposing team commit more infractions.



18. Stereotyping.

Expecting a group or person to have certain qualities without having real information about the person. It allows us to quickly identify strangers as friends or enemies, but people tend to **overuse and abuse** it.



19. Survivorship bias.

An error that comes from focusing only on surviving examples, causing us to **misjudge a situation**. For instance, we might think that being an entrepreneur is easy because we haven't heard of all those who failed.

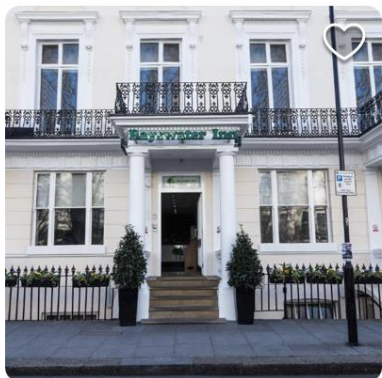


20. Zero-risk bias.

Sociologists have found that **we love certainty** — even if it's counterproductive. Eliminating risk entirely means there is no chance of harm being caused.



<https://www.businessinsider.com/cognitive-biases-that-affect-decisions-2016-7?r=US&IR=T>



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✓ **Ingen forudbetaling** – betal på overnatsningsstedet

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Begrænset tilgængelighed på dine valgte datoer:

10 fem-stjernede hoteller som dette er ikke længere tilgængelige på vores website



Åbent hus med tilmelding 24. okt. 10:00 - 17:00

NYHED

266 visninger de seneste 24 timer

Villalejlighed/Ejerlejlighed fra EDC 

Kragbjergvej 18, 1.

5000 Odense C

4 rum, 114 m²

3.150.000 kr.





No SIM

15:38

68%



Mail



Music



Settings



Photos



Calendar



Clock



Calculator



Weather



App Store



Reddit



Runkeeper



Google Maps



Netflix



Spotify



Podcasts

23.59
LinkedIn

Harvard Clim...
The Salata Institute at...

1.29

8.08.35

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Harvard Climate Action Week |...
The Salata Institute at...

6.47.16

Harvard Climate Action Week @ T...
The Salata Institute at...

3.40.45

What Could Go Wrong? | Harva

Start Shorts + Abonnementer Dig

Det er sengetid
Her er din påmindelse. Du kan justere påmindelsen eller slå den helt fra i [Indstillinger](#).

Luk Udsæt

02.19

Er det tid til at tage en pause?

Husk at tage en pause fra skærmen

Skift påmindelse om at holde pause

11.31

Påmindelse

Er det på tide at tage en pause?

Her er din påmindelse. Du kan justere påmindelsen eller slå den helt fra i dine indstillinger.

Indstillinger Luk

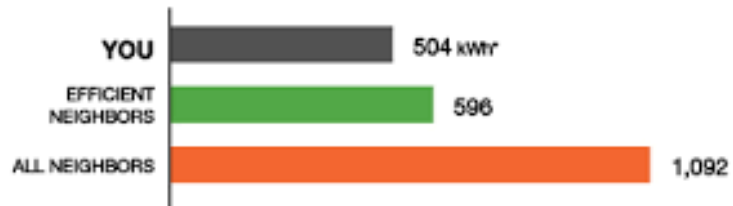


Cases og eksempler



Last Month Neighborhood Comparison

Last month you used **15% LESS** electricity than your efficient neighbors.



YOUR EFFICIENCY STANDING:



PG&E

Your Home Energy Report
 October 31, 2018
 Account number: 7632988631
 Service location: 1964 15TH ST

This report provides background on your energy use to help you make smart energy saving decisions.

For a full list of energy saving products and services for purchase, including rebates from Pacific Gas & Electric, visit:
 > marketplace.pge.com

JANET GO
 1964 15TH ST
 SAN FRANCISCO, CA 94114-1728

ALDOSH-DIGIT 94114 1728

Here's how you compare

Category	Units
Efficient homes	154 units
Your home	261 units
Similar homes	315 units

Oct 2, 2018 - Oct 31, 2018

You're compared with 90 homes within 1 mi with gas heat. Efficient homes are the most efficient 20% of the group. You can view your home information at pge.com/energycheckup.

Good
 Using more than average

42% more energy than efficient homes

Track your progress

So far this year, you've used about the same amount of energy as last year.

Month	2017 kWh	2018 kWh
Jan 30	~600	~600
Mar 01	~550	~550
Mar 30	~550	~550
May 01	~500	~500
May 31	~500	~500
Jun 29	~450	~450
Jul 31	~400	~400
Aug 30	~350	~350
Oct 01	~350	~350
Oct 31	~350	~350

Tips from efficient homes

- Open your shades on winter days for natural light and warmth. Save up to \$10 per year.
- Insulate outlets and light switches. Save up to \$10 per year.

Turn over for savings →







Kør med i Vintercyklingsugen - det er gratis!

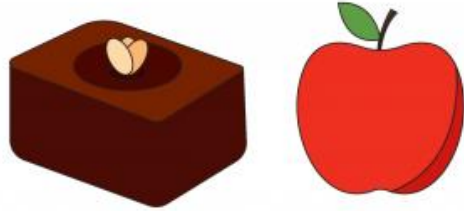
Vi cykler hele ugen 20. - 26. november.

Det er gratis at være med, og du kan vinde lækre præmier!

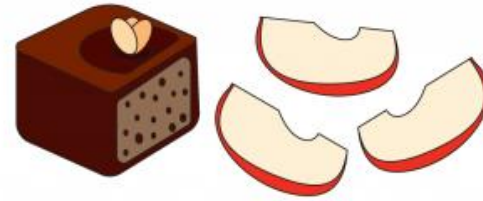
Tilmeld holdet her



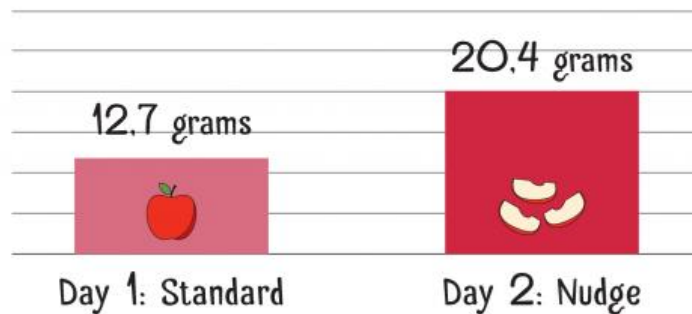
DAY 1: STANDARD SETUP



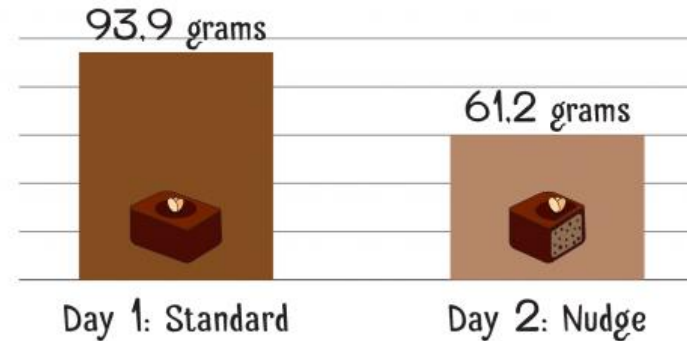
DAY 2: SMALLER PIECES



More **apple** was eaten
on average per person



Less **cake** was eaten
on average per person



Om AU

» Organisation

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- » Institutter
- » Forskningscentre
- » Museer
- » Kantiner

» Vegetarisk forplejning til konferencer og møder

- » Tilknyttede institutioner
- » Administration
- » Find en medarbejder
- » Find AU
- » Vedtægter og regler for AU

» Ledelse

» Strategi

» AU i tal

» AU's historie

» Internationalt samarbejde

» Bæredygtighed

» Campus 2.0

» Diversitet og ligestilling

» Ledige stillinger

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» Kontakt

Vegetarisk forplejning til konferencer og møder

Vegetarisk mad er som udgangspunkt standardvalget ved bestilling af forplejning til møder og konferencer, som er finansieret af AU. Læs mere om denne nye indsats, som trådte i kraft i august 2022, her på siden.

Vegetarisk forplejning som standardvalg



Når du bestiller mad til møder og konferencer, som er betalt af AU, er vegetarretter som udgangspunkt standardvalget. Det er stadig muligt at bestille alternativer med kød, men man skal aktivt tilvælge det.

Møder og konferencer



Hvilke retter kan du få?



Book, som du plejer



Et skub i en grøn retning



Yderligere oplysninger

- » Har du spørgsmål, så tag fat i AU Green Team [greenteam@au.dk](mailto:green@au.dk)
- » Find inspiration til en grønnere hverdag på campus i [AU's Grønne Guide](#)

Læs mere

- » Læs [Klimarådets anbefalinger](#) til statslige kantiner
- » Læs mere om de enkelte kantiner på deres hjemmesider - [se oversigt](#)



<https://www.au.dk/om/organisation/vegetarisk-forplejning-til-konferencer-og-moeder>



large



medium



small



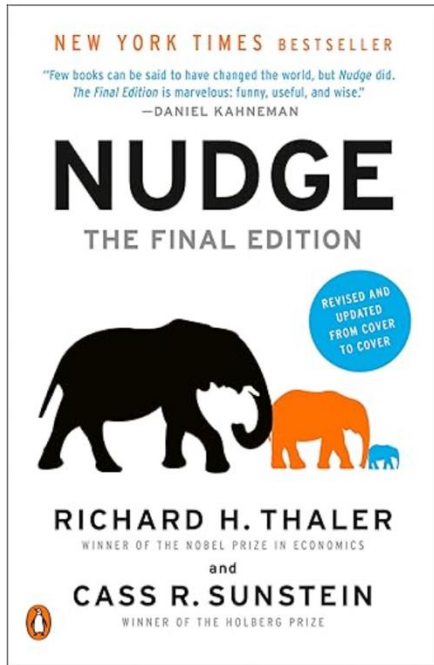
large



medium



small



Roll over image to zoom in

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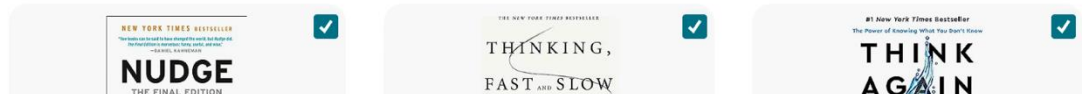
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by [Richard H. Thaler](#) (Author), [Cass R. Sunstein](#) (Author)

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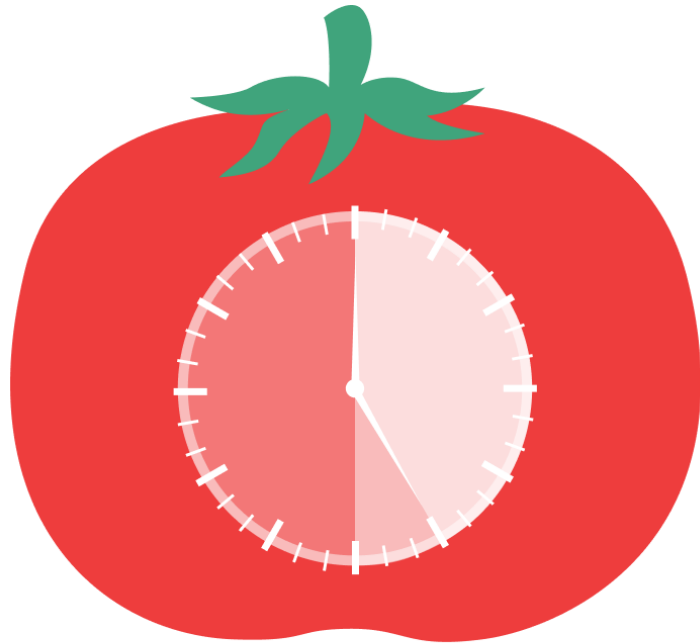
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Pomodoro Technique



25 min working
5 min resting

From  clockwise



Build your forest

Connect to Forest mobile app
to view your forest, statistics and more





Fig. 2: Nudging measures at the university cafeteria



Never underestimate the ability of a
small group of committed
individuals to change the world.

— *Margaret Mead* —

Klimaambassadørerne er
med til at opbygge grønne
normer og opbakning.
Nogle af dem nudger også
andre i lokale projekter.



THE LITTLE BOOK OF GREEN NUDGES



MAKE IT EASY

Remove or add frictions

The nudge: Remove small barriers to sustainable behaviour, and add barriers to unsustainable behaviour.

Evidence that it's effective: The recycling rate in an American campus building increased after the introduction of bins with specialized lids, which made it easier to see which items should go where (removing friction).⁹ Less food was wasted when an American university cafeteria did not provide trays, as people had to make an effort to get more food (adding friction).¹⁰

Why it works: We're disproportionately impacted by small "friction costs" or points of hassle. Removing these frictions can help people act on their intentions to be more sustainable, while introducing frictions can discourage undesirable actions.



Aalto University in Finland has made it easier to cycle to campus by installing bike repair stations and parking.



Make it easier to cycle around campus

How? Offer bike-sharing programs at convenient locations on campus, or offer students hassle-free or discounted access to municipal or private bike-sharing schemes. Hold free bike repair events on campus. Create well-marked, safe cycling routes. Provide showers and convenient cycle storage.

Who might be involved? Students, university administrators

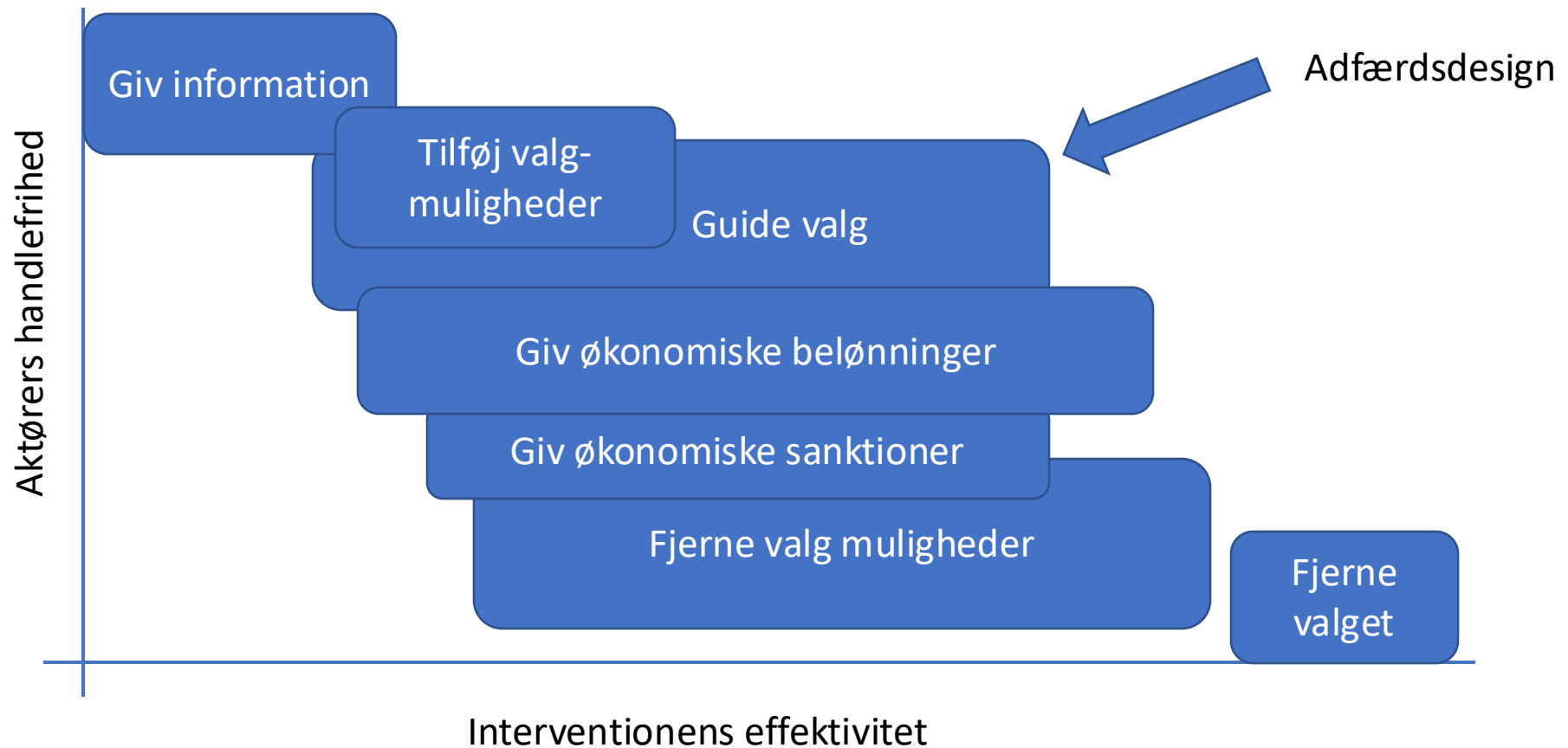


Introduce applications for parking cars on campus

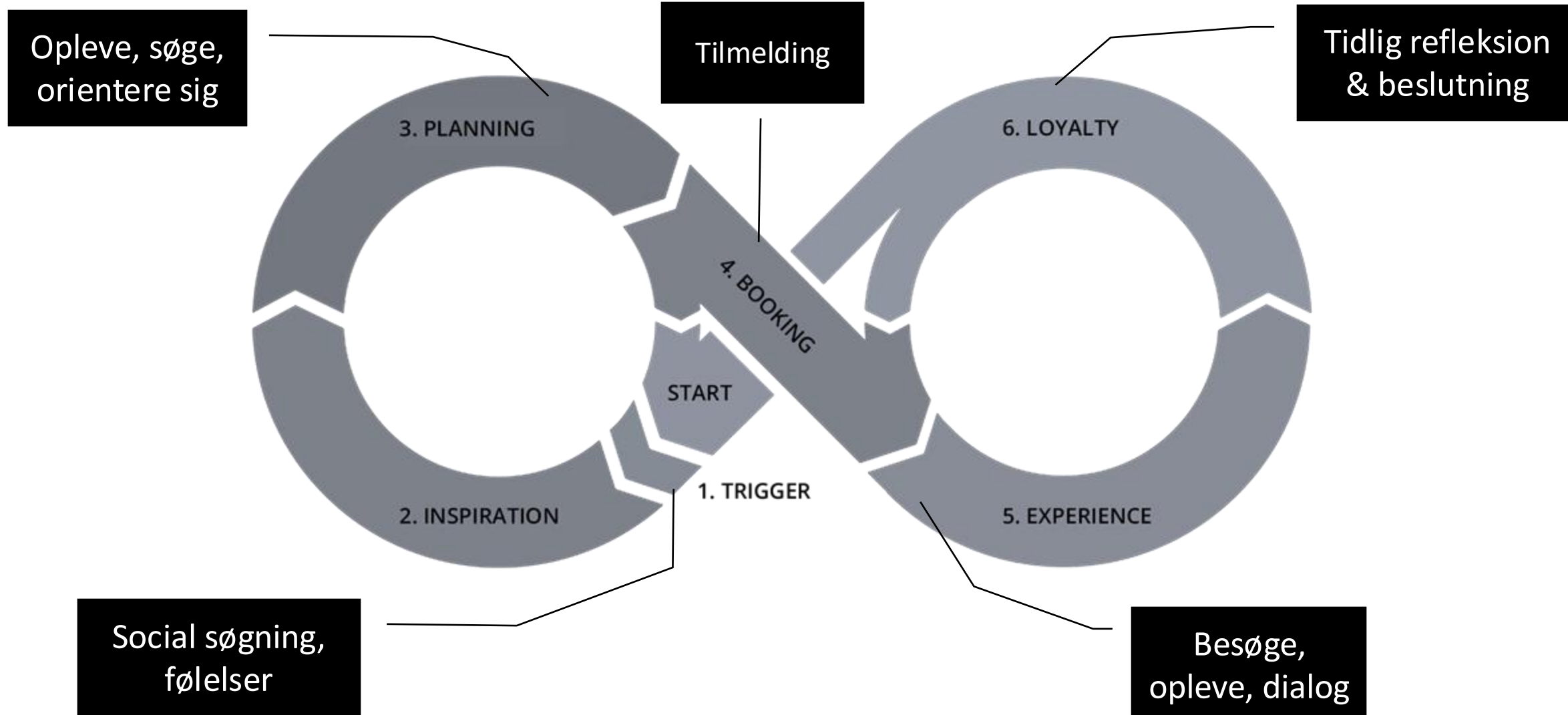
How? Require people wishing to drive to campus to register their cars or apply for a parking permit, even if doing so is free. Increase the friction further by having permits last only for a day or a week, so that people have to reapply.

Who might be involved? Campus parking administration

Typiske redskaber som Adfærdsdesigneren anvender



Eksempel: Valg af uddannelse/kursus

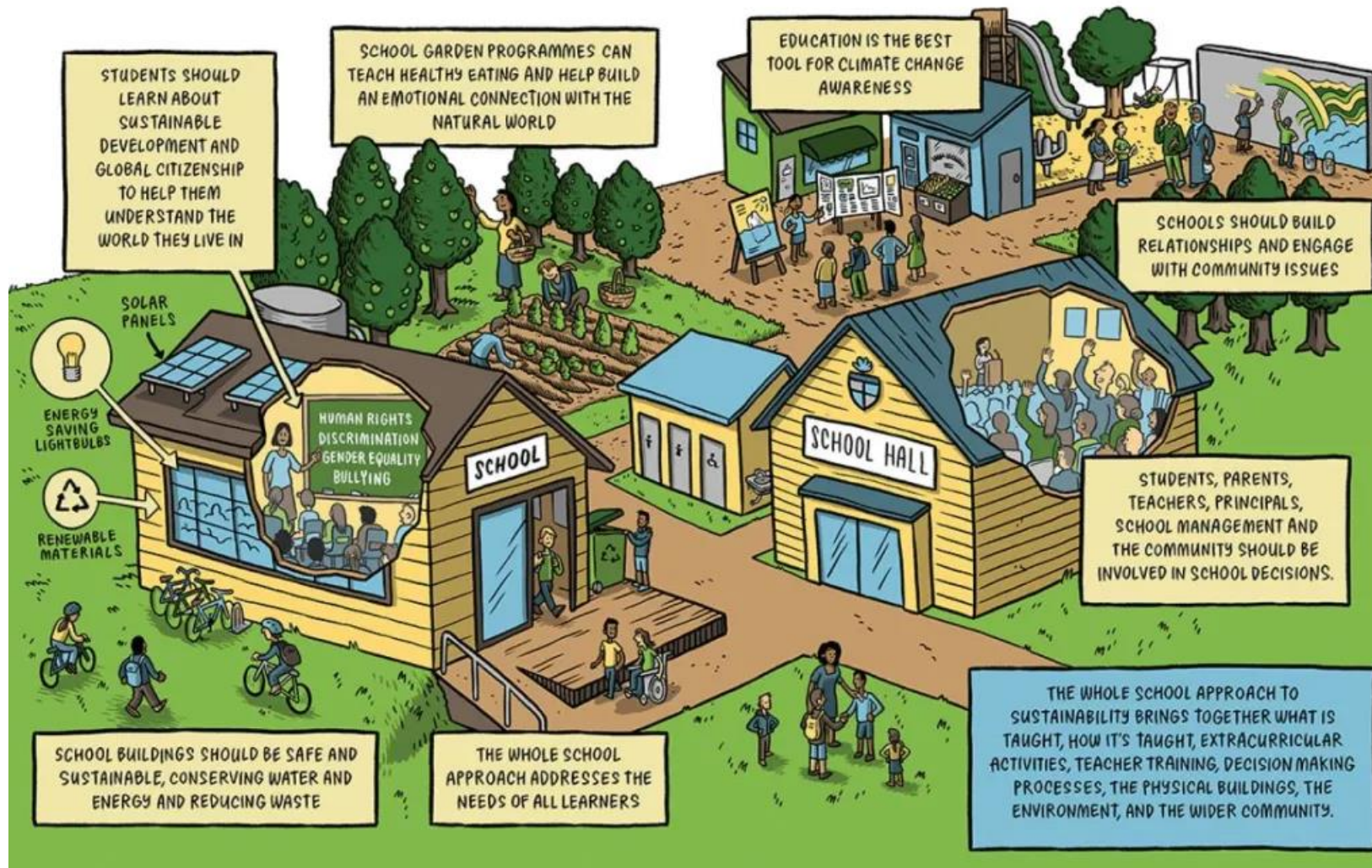




Få nudging ind i
undervisningen

Whole school approach

Sustainability is not just something to learn, it's something to live!



Typiske udfordringer

Grøn forplejning: Få flere til at spise grønt

Trafikadfærd og sundhed: Få flere til at transportere sig via cykel

Affaldssortering: Få flere til at sortere mere og korrekt

Produktivitet, stress og arbejdsmiljø: Få mere trivsel mens I er grønne

Remindere: Få flere til at svare på dine grønne mails eller beskeder

Ledelse: Få flere til at gøre det grønne

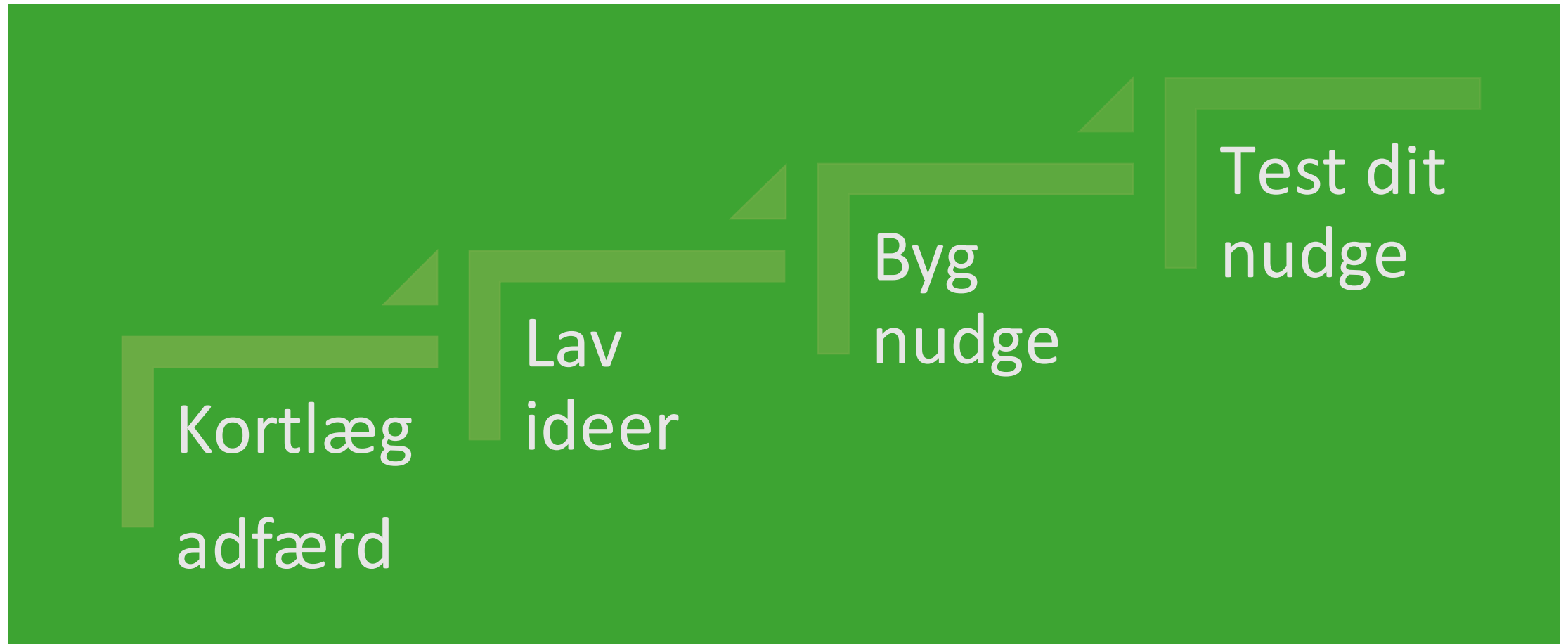
Spilløsninger: Få flere til at have det sjovt mens de er grønne

Lær andre at nudge: Få flere til at prikke hinanden mod den grønne adfærd

Hvor i din undervisning kan du bruges nudging?

- Før
- Under
- Efter

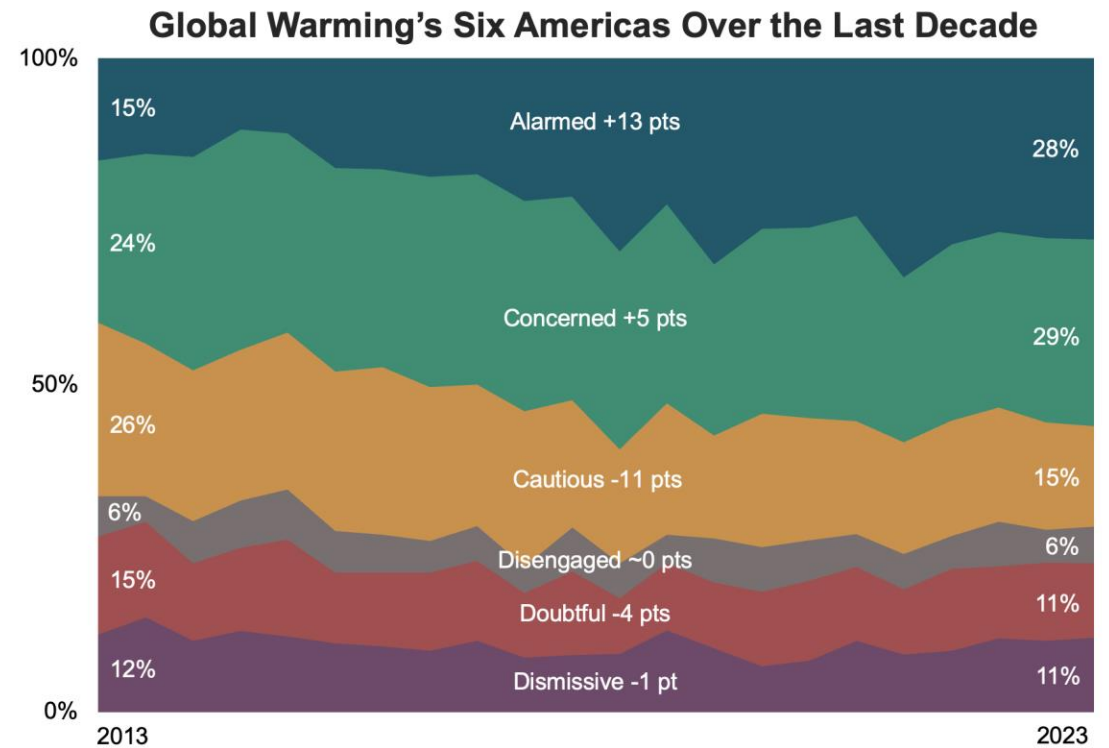
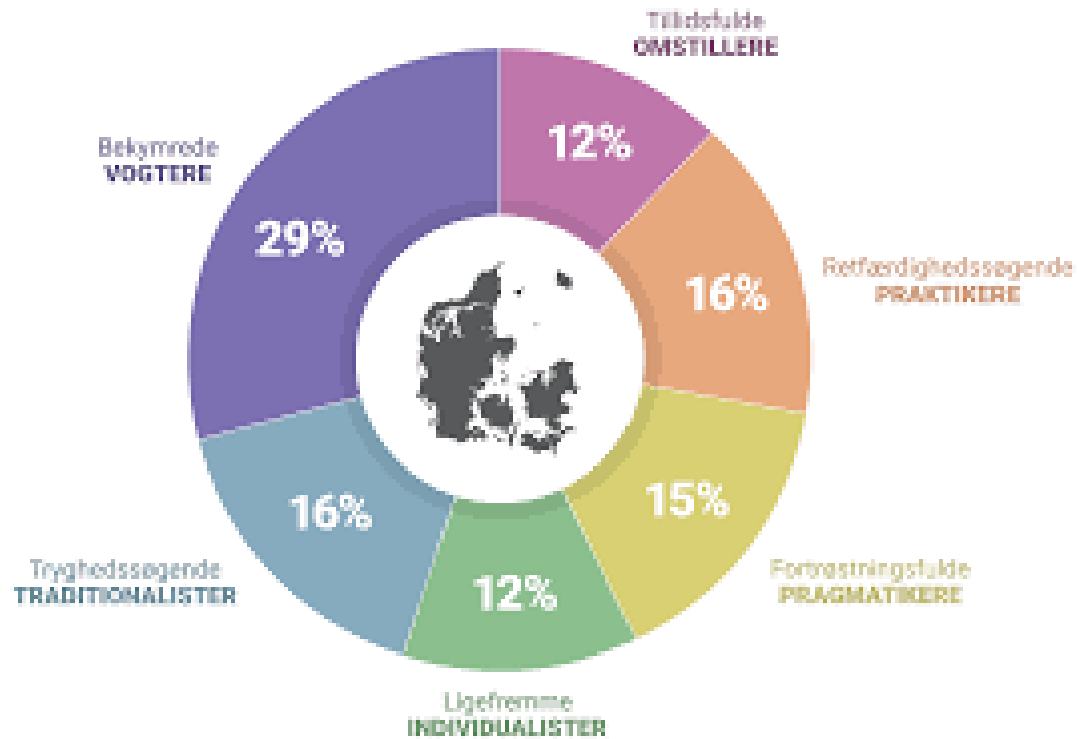
Adfærdstrappen – Lav et nudge





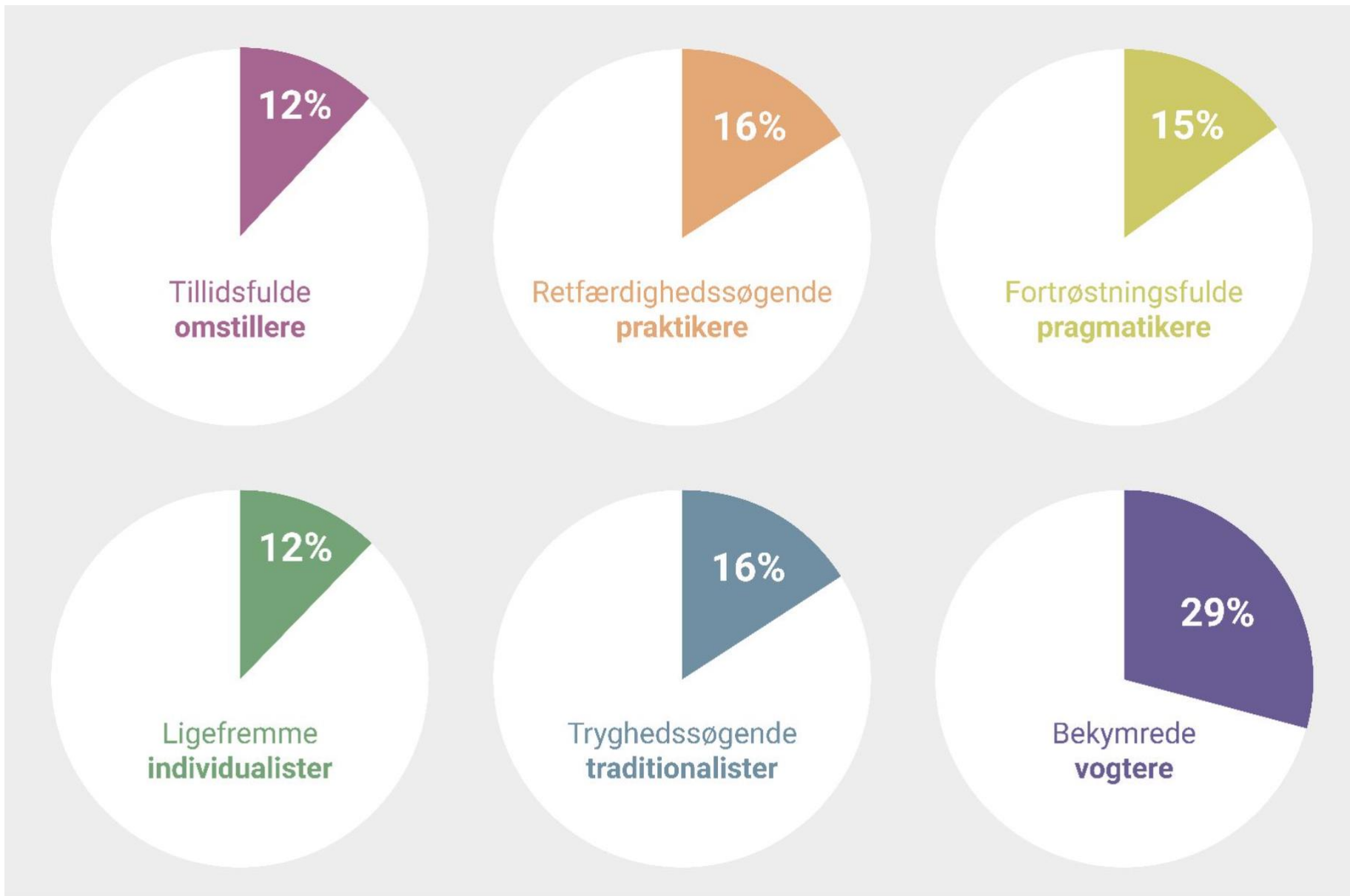
At kommunikere om
klima

Klimasegmenter



Base: 25,368 U.S. adults. Data include 22 waves of national surveys spanning April 2013 – October 2023.

Source: Yale Program on Climate Change Communication; George Mason University Center for Climate Change Communication



<p>Tillidsfulde omstillere</p> <p>Vigtige politiske emner:</p> <ol style="list-style-type: none"> 1. Klima og miljø 2. Velfærd og sociale forhold 3. Sundhed og sygehuse <p>Klima er den største og vigtigste opgave for de nuværende generationer. Klima handler om biodiversitet og retfærdighed og bør håndteres strukturelt.</p> <p>Nøgleord for involvering:</p> <p>12 Visioner og udvikling</p>	<p>Retfærdighedsøgende praktikere</p> <p>Vigtige politiske emner:</p> <ol style="list-style-type: none"> 1. Sundhed og sygehuse 2. Klima og miljø 3. Velfærd og sociale forhold <p>Klima handler om naturen, om dyrene og om biodiversiteten. Klimaforandringer er et udtryk for menneskets rovdrift på naturen.</p> <p>Nøgleord for involvering:</p> <p>16 Konkret handling og ansvar</p>	<p>Fortrøstningsfulde pragmatikere</p> <p>Vigtige politiske emner:</p> <ol style="list-style-type: none"> 1. Sundhed og sygehuse 2. Velfærd og sociale forhold 3. Klima og miljø <p>Klimaforandringer er ubehagelige og u håndgribelige. Men alle kan gøre lidt i det små og så skal vi nok komme i mål en dag.</p> <p>Nøgleord for involvering:</p> <p>15 Nært og funktionelt</p>
<p>Ligefremme individualister</p> <p>Vigtige politiske emner:</p> <ol style="list-style-type: none"> 1. Økonomi 2. Sundhed og sygehuse 3. Indvandring og integration <p>Problemet med klimaforandringer angår primært omstilling af energikilder og er en opgave for det frie marked.</p> <p>Nøgleord for involvering:</p> <p>12 Det skal kunne betale sig</p>	<p>Tryghedsøgende traditionalister</p> <p>Vigtige politiske emner:</p> <ol style="list-style-type: none"> 1. Sundhed og sygehuse 2. Økonomi 3. Klima og miljø <p>Klimaforandringer er abstrakte og forbindes ikke med hverdagen. Grøn omstilling kobles til affaldssortering og genbrug.</p> <p>Nøgleord for involvering:</p> <p>16 Gør det socialt og trygt</p>	<p>Bekymrede vogtere</p> <p>Vigtige politiske emner:</p> <ol style="list-style-type: none"> 1. Sundhed og sygehuse 2. Økonomi 3. Indvandring og integration <p>Klima og grøn omstilling forbindes med forandringer og frygten for at miste jobbet. Det er svært at se, hvilken rolle "lille Danmark" har i den grønne omstilling.</p> <p>Nøgleord for involvering:</p> <p>29 Handle for at bevare</p>

<p>Tillidsfulde omstillere</p> <p>Vigtige politiske emner:</p> <ol style="list-style-type: none"> 1. Klima og miljø 2. Velfærd og sociale forhold 3. Sundhed og sygehuse <p>Klima er den største og vigtigste opgave for de nuværende generationer. Klima handler om biodiversitet og retfærdighed og bør håndteres strukturelt.</p> <p>Nøgleord for involvering:</p> <p>12 Visioner og udvikling</p>	<p>Retfærdighedsøgende praktikere</p> <p>Vigtige politiske emner:</p> <ol style="list-style-type: none"> 1. Sundhed og sygehuse 2. Klima og miljø 3. Velfærd og sociale forhold <p>Klima handler om naturen, om dyrene og om biodiversiteten. Klimaforandringer er et udtryk for menneskets rovdrift på naturen.</p> <p>Nøgleord for involvering:</p> <p>16 Konkret handling og ansvar</p>	<p>Fortrøstningsfulde pragmatikere</p> <p>Vigtige politiske emner:</p> <ol style="list-style-type: none"> 1. Sundhed og sygehuse 2. Velfærd og sociale forhold 3. Klima og miljø <p>Klimaforandringer er ubehagelige og u håndgribelige. Men alle kan gøre lidt i det små og så skal vi nok komme i mål en dag.</p> <p>Nøgleord for involvering:</p> <p>15 Nært og funktionelt</p>
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<p>Tillidsfulde omstillere</p> <p>Vigtige politiske emner:</p> <p>1. Klimatilpasning</p> <p>Debataftener, grøn omstilling på arbejdspladsen mv.</p> <p>Gerne som organisator.</p> <p>Nøgleord for involvering:</p> <p>12 Visioner og udvikling</p>	<p>Retfærdighedssøgende</p> <p>Vigtige politiske emner:</p> <p>1. Grøn omstilling</p> <p>Energi- og grønne fællesskaber mv.</p> <p>Gerne med tydelig ansvar.</p> <p>Nøgleord for involvering:</p> <p>16 Konkret handling og ansvar</p>	<p>Fortrøstningsfulde</p> <p>Vigtige politiske emner:</p> <p>1. Sædvhed og omstilling</p> <p>Lokal affaldsindsamling, byttemarked, repaircafé mv.</p> <p>Helst som deltager.</p> <p>Nøgleord for involvering:</p> <p>15 Nært og funktionelt</p>
<p>Ligefremme</p> <p>Vigtige politiske emner:</p> <p>1. Grøn omstilling</p> <p>Deleordninger, anpart i energifællesskab mv.</p> <p>Gerne som udvikler.</p> <p>Nøgleord for involvering:</p> <p>12 Det skal kunne betale sig</p>	<p>Tryghedsøgende</p> <p>Vigtige politiske emner:</p> <p>1. Grøn omstilling</p> <p>Samkørsel, vild med vilje med naboerne mv.</p> <p>Helst som deltager.</p> <p>Nøgleord for involvering:</p> <p>16 Gør det socialt og trygt</p>	<p>Bevarende</p> <p>Vigtige politiske emner:</p> <p>1. Grøn omstilling</p> <p>Lokal affaldsindsamling, tage familien med til grøn banko mv.</p> <p>Helst som deltager.</p> <p>Nøgleord for involvering:</p> <p>29 Handle for at bevare</p>

Tak for
opmærksomheden

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