

INFLUENCING BEHAVIORAL SPILLOVER FROM NUDGES THROUGH FEEDBACK

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SHORT STORY SHORTER

- ❖ In two exploratory experiments we tested if a feedback manipulation between two successive choices could lead to positive spillover in an environmental domain. Results showed some (inconclusive) support for this idea.
- ❖ We reasoned that if nudging makes people process decisions to a lesser degree, they should be increasingly receptive to feedback steering how reasons for choosing are construed.
- ❖ Building on this idea we nudged participants into making energy efficient choices and manipulated their internal attribution process by labeling them "environmentally friendly" or "economically rational" before having them make a second environmental choice.

BACKGROUND

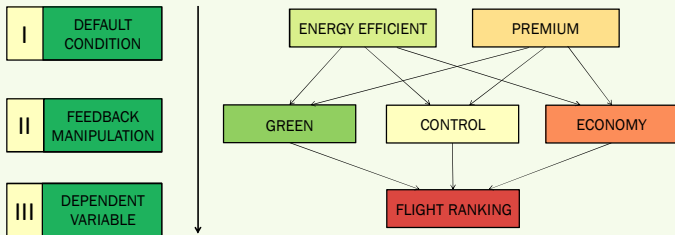
- ❖ Choice architecture interventions have made their way into numerous governments and large organizations during the last decade.
- ❖ To properly assess the effectiveness of such interventions, possible spillover effects must be taken into account.
- ❖ We explore if positive spillover from nudge interventions may be promoted by means of providing attribution-steering feedback between successive choices.

HYPOTHESES

- ❖ **H1:** We expected a default effect in Choice 1 (EXP 1-2)
- ❖ **H2:** We expected green feedback to have stronger positive effect on Choice 2 in an "Energy Efficient" default condition vs. a "Premium Style" default condition, i.e. positive spillover from C1 to C2 for Ps that were nudged and received green feedback (EXP 1)
- ❖ **H3:** We expected H2 to hold for Ps only with high (vs. low) environmental values (EXP 2)

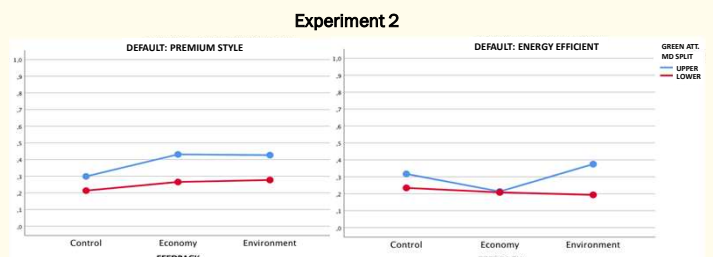
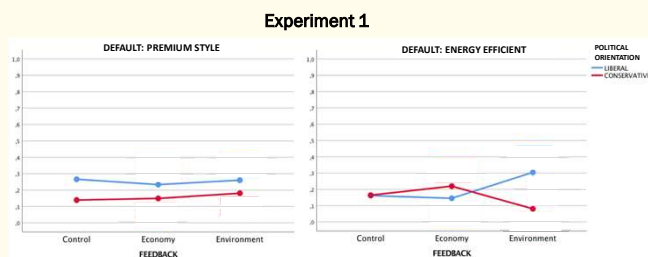
METHOD

- ❖ Using MTurk, we conducted two between-group experiments with 2 × 3 designs (EXP1 n = 870, EXP2 n = 1105). Ps made 2 choices and received a feedback message inbetween. In EXP2, Ps environmental values were pre-screened a week prior to taking part in the experiment.
- In a home-buying scenario, Ps chose b/w "Energy Efficient" or "Premium Style" household appliances. One type was pre-selected.
 - After having chosen household appliances, Ps received one of three feedback messages referencing their choices. Feedback messages conveyed Ps were either i) environmentally friendly, ii) economically thoughtful, or iii) no feedback.
 - In a second choice task, Ps imagined booking a flight trip and rank ordered the importance of the flight being low-polluting vs. low-cost.



DATA VISUALIZATIONS

RANKINGS OF LOW POLLUTION > LOW COST



HEY LET'S CHAT! HERE ARE SOME IDEAS FOR CONVERSATION STARTERS

- ❖ Under what circumstances may choice architecture interventions be most likely to leave people unsure of why they chose as they did?
- ❖ Is targeting people's reasons/attribution process for behavior more intrusive than targeting their behavior in the first place? Is it acceptable?
- ❖ What feedback messages should best promote positive spillover in subsequent choices?

RESULTS AND DISCUSSION

- ❖ **H1** was supported in both experiments.
- ❖ **H2** was not supported. However, exploratory analyses showed that liberal (vs. conservative) Ps were affected by the feedback as expected. We interpreted this as in order for the feedback to have an effect, subjects needed to have positive enough environmental values to begin with.
- ❖ **H3** found weak support in that in the Energy Efficient default condition, pro-environmental Ps receiving Green feedback (vs. Economy feedback) made more environmental choices in C2. However, as can be seen in the graph above, this is primarily due to low values in the Economy feedback condition, not high in Green feedback. Further EXP2 did not replicate the spillover finding for liberals (vs. conservatives) found in EXP1.