

# Copy-Paste Prompts: A New Nudge to Promote Goal Achievement

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## Can we clue people in to learn goal-related strategies from their vast social networks?

- Social contagion research would suggest people are already affected by peers (Carrell, Fullerton, & West, 2009)
- But can we help people get more out of their peers than they normally would?

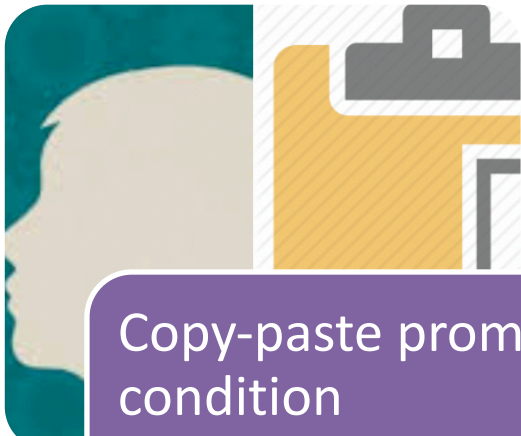
# What if people could learn goal-relevant information from each other?



**Copy:** Learn a new strategy from someone around you

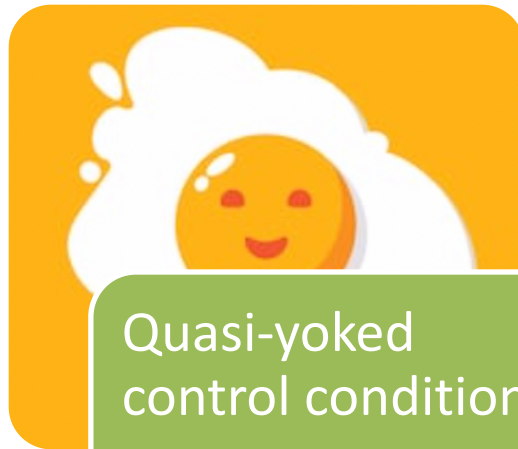
**Paste:** Apply the hack to your own life

# Is there value in seeking information from others (vs. passively receiving it)?



## Copy-paste prompt condition

- Participant found exercise strategy from peer
- Participant tried it out



## Quasi-yoked control condition

- Experimenter gave exercise strategy
- Participant tried it out



## Simple control condition

- No exercise strategies sought nor provided

## We conducted a longitudinal experiment to test copy-paste prompts

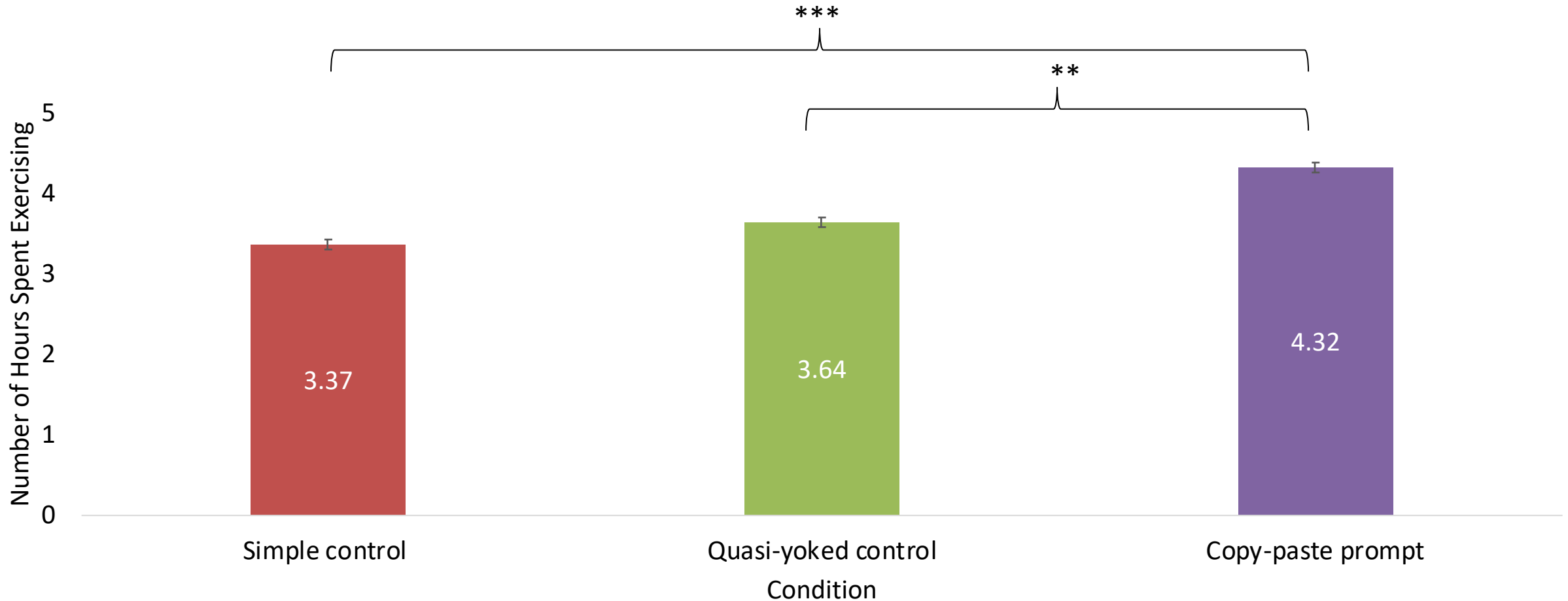
Day 1: Enrollment  
based on eligibility and  
random assignment

Day 3: Planning  
exercise strategies

Day 10: Collected DV  
and mediators

*“Overall, how much time did  
you spend exercising in the past  
week (in hours)?”*

# Receiving information from others (vs. passively receiving it) increased time spent exercising



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## Why are copy-paste prompts superior to other methods of obtaining goal-relevant information?

- Stronger **commitment** to using the strategy
- Strategy appears more **useful**
- More **effort** is put into finding the exercise strategy
- **Social interactions** with people who are pursuing the same goal

**Thank you!**

