
Downstream Consequences of Disclosing Nudges:

How Increased Transparency Affects Intervention Outcomes

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We appreciate your work and will therefore add a 20¢ bonus which, by default, will be donated to the Pediatric Cancer Foundation on your behalf. The Pediatric Cancer Foundation is a well-renowned nonprofit charity that has supported research into finding a cure for childhood cancers for more than 45 years.

If you instead wish to keep the bonus, please indicate this at the bottom of this page.

In order to donate the bonus, all you have to do is click "Next".

Please note! Donating the bonus is here presented as the default (pre-selected) option. This is meant to make people more likely to donate.

I choose to donate the bonus to the Pediatric Cancer Foundation ▼

Nudge Disclosure Example: *A Defaulted Donation Choice*

We appreciate your work and will therefore add a 20¢ bonus which, by default, will be donated to the Pediatric Cancer Foundation on your behalf. The Pediatric Cancer Foundation is a well-renowned nonprofit charity that has supported research into finding a cure for childhood cancers for more than 45 years.

Charity Information

If you instead wish to keep the bonus, please indicate this at the bottom of this page.

Choice Instructions

In order to donate the bonus, all you have to do is click "Next".

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Defaulted Choice

Nudges, Manipulation and Transparency

Why should we care?

- Nudges arguably manipulative if covert
 - Manipulation is bad!*

Research Questions

How does increasing transparency affect nudge effectiveness AND secondary outcomes?

Literature so far: "The nudge still works, and everything is fine"

Methods

IV: Nudge Transparency (Expl. Disclosed vs Not)

DVs: Choice, perceptions, experiences

Default nudges

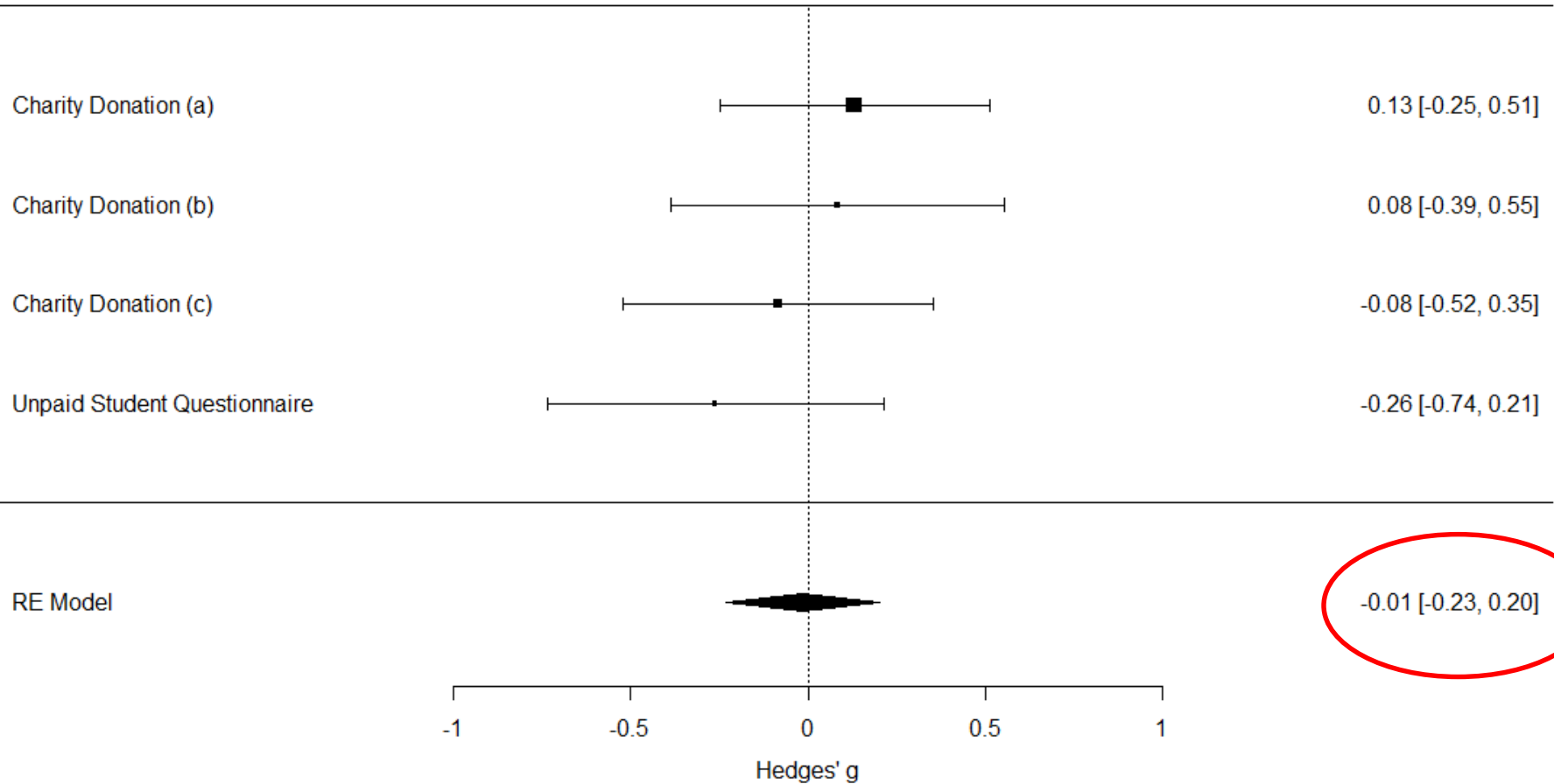
Online studies (MTurk)

Consequential choices (e.g. \$\$\$ donation)

Results

Effect on Choice: No Attenuation from Disclosure

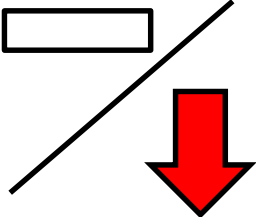
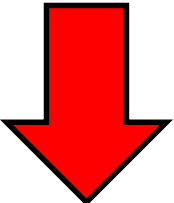
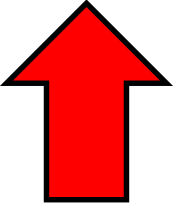
Undisclosed vs Disclosed Nudges (total $N = 2844$)



Perceptions of CA & Intervention

	<u>Overall Ratings</u>	<u>Disclosure Effect</u>
Perceptions of the Choice Architect 2 Experiments (total $n = 591$)	Positive	
Perceptions of Fairness 1 Experiment ($n = 1048$)	High	
Experienced Manipulation 1 Experiment ($n = 1205$)	Low	

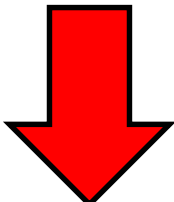
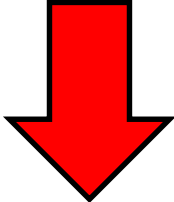
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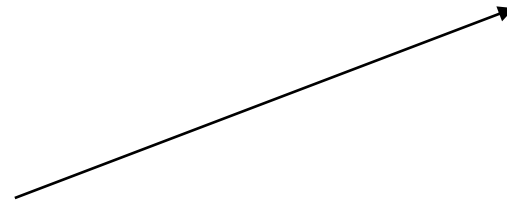
Choice Experiences

	Overall Ratings	
Experienced Autonomy 1 Experiment ($n = 1205$)	High	
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Choice Experiences

	<u>Overall Ratings</u>	<u>Nudge Adherers</u>
Experienced Autonomy 1 Experiment ($n = 1205$)	High	
Choice Satisfaction 1 Experiment ($n = 1205$)	High	

However, for individuals following the nudge...



Conclusion

Nudge effect on targeted behavior survives high level transparency, but other undesirable outcomes may ensue once stakes are higher

Based on the following work

(all papers under review or in preparation)

Experiencing Nudges: Autonomy, Manipulation, and Choice-Satisfaction as Judged by People themselves

Nudges are feared to infringe upon autonomy. Participants subjected to defaults in our experiments disagree, and if anything, consider themselves better off.

Downstream Consequences of Disclosing Defaults: Influences on Perceptions of Choice Architects and Subsequent Behavior

Does nudge disclosures change people's perceptions of the CA, and may this affect willingness to reciprocate (pos. or neg.) in a subsequent interaction?

“Nudge Disclosures, Attention, and Comprehensibility” (*Working title*)

Insufficient attention has been paid to making sure people read and understand disclosures. This is a problem.

“Nudge Disclosures, Fairness, and Ability to Counteract” (*W. title*)

A meta-analysis shows disclosures to have little or no effect on choice.

Subsequent experiments investigate fairness in subjective and objective takes.

CONTACT

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