goto; conferences

GOTO
CHICAGO 2020

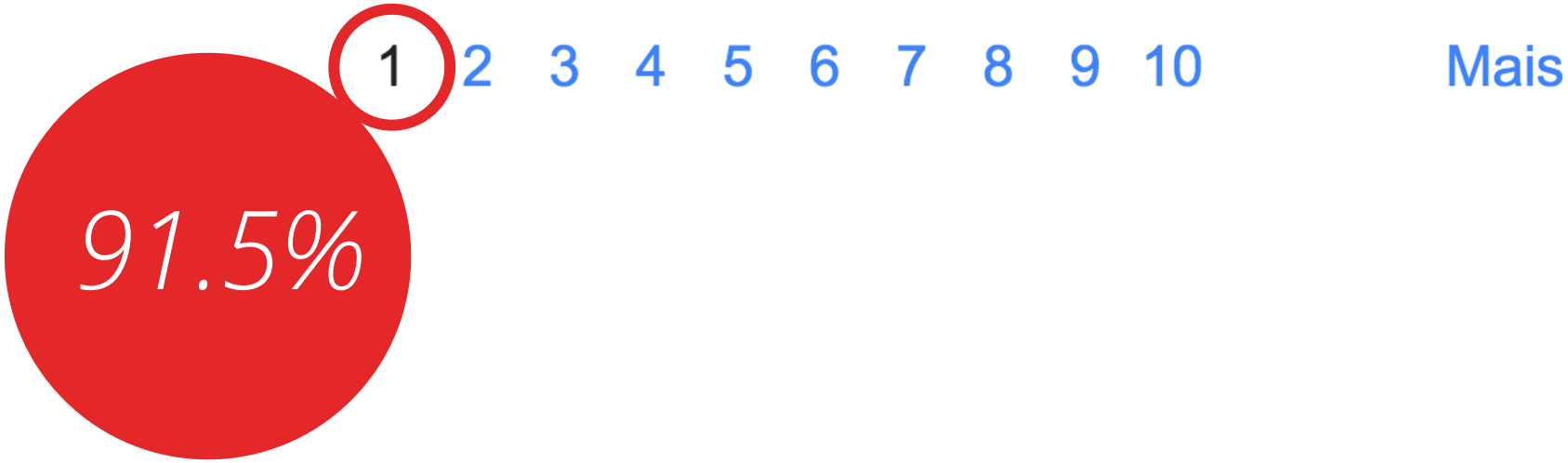
FABIO PEREIRA
DIGITAL NUDGE

35,000

#DigitalNudge

where to eat in chicago

297.000.000 results (0.87 seconds)

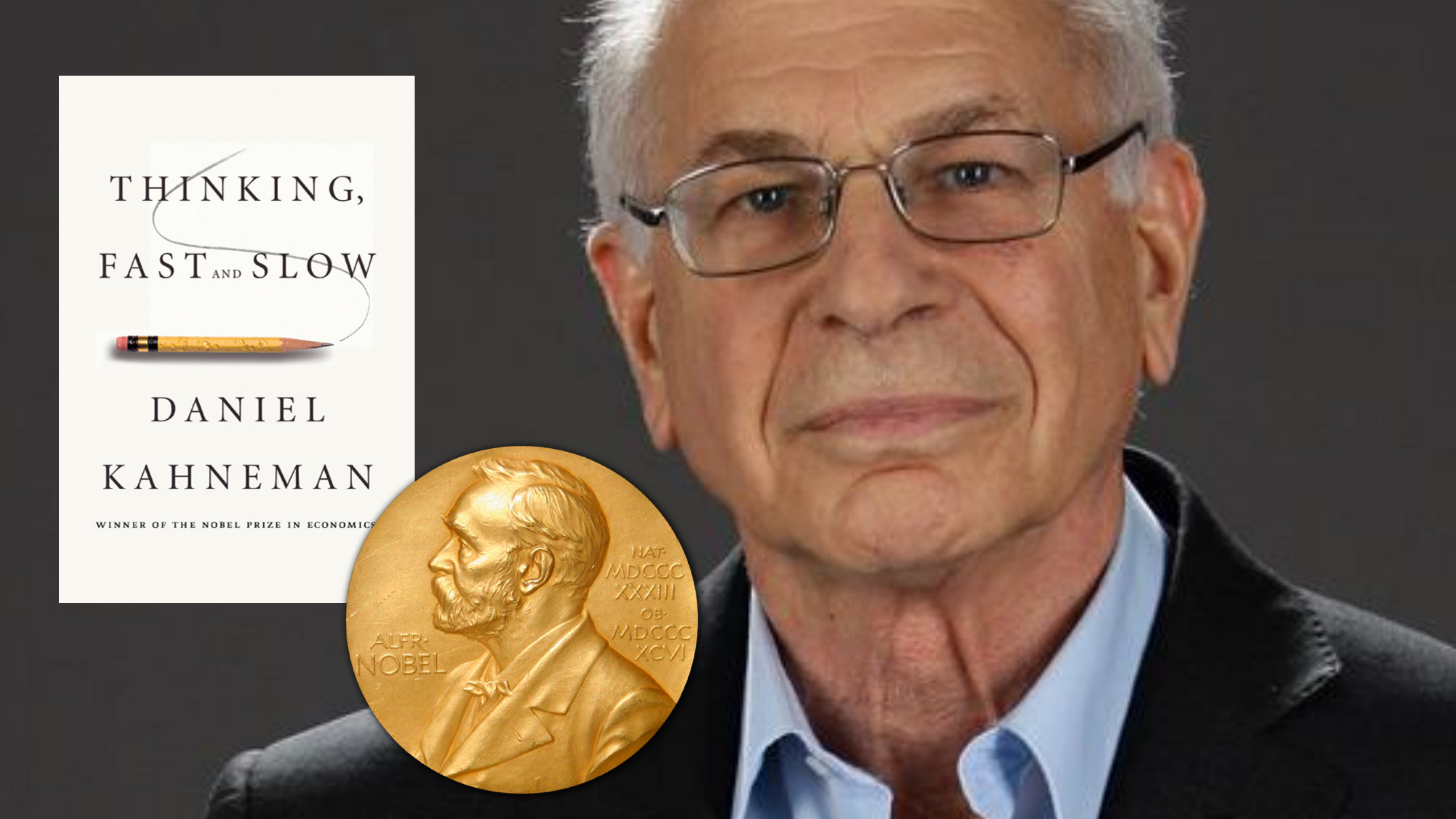


#DigitalNudge

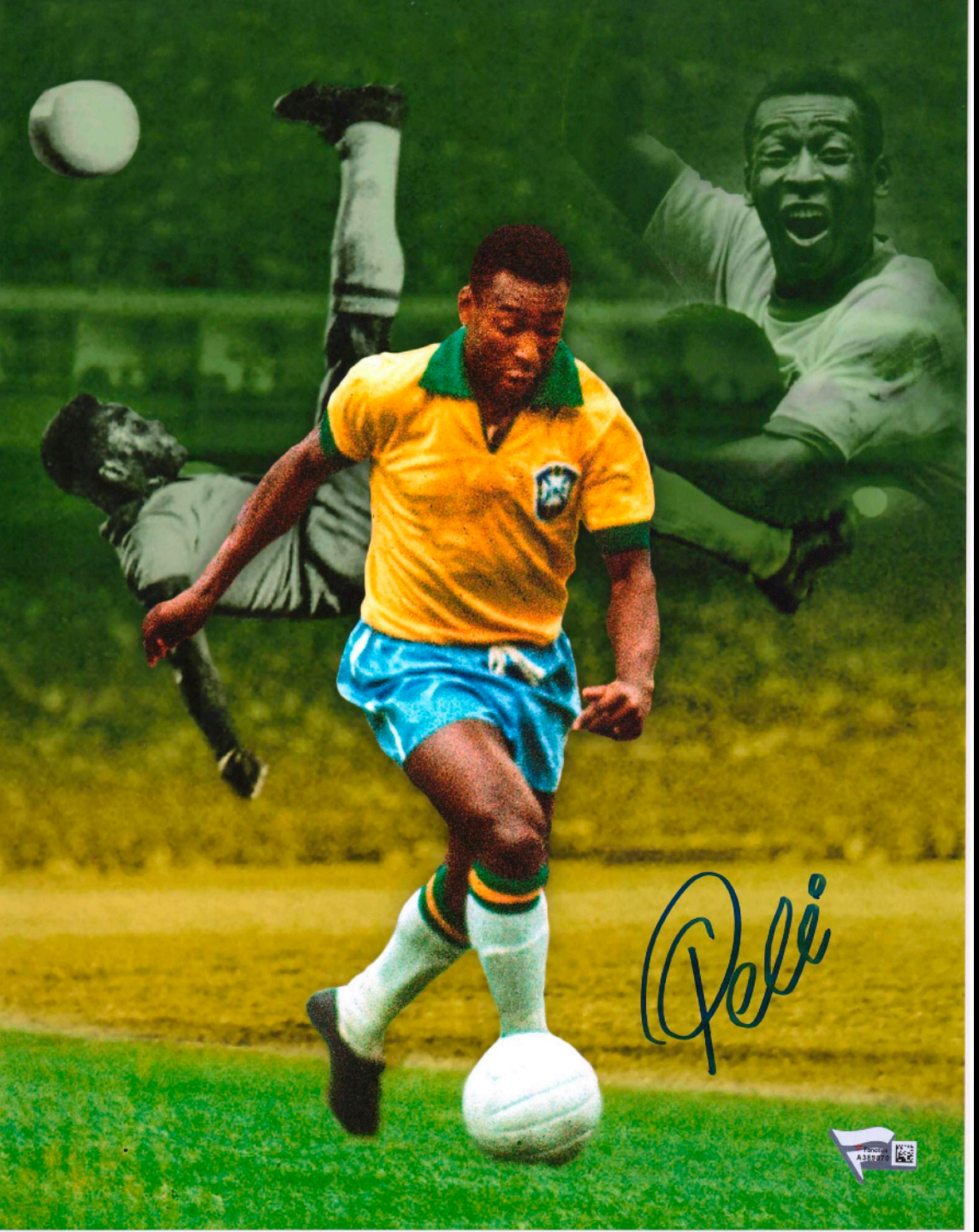
Amazon Patents "Anticipatory" Shipping To Start Sending Stuff Before You've Bought It

#DigitalNudge

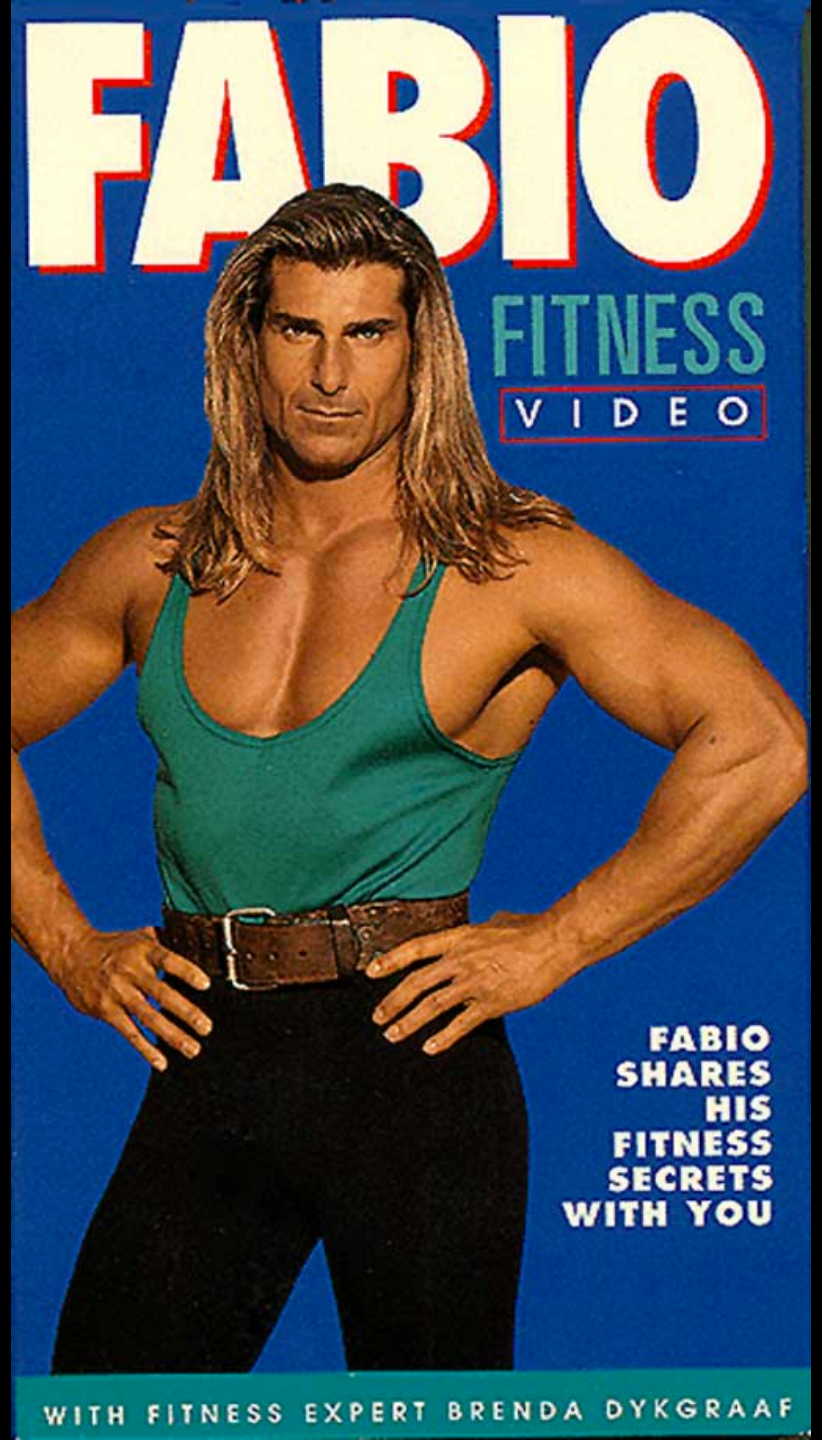
AMONGST THE 35,000 DECISIONS YOU MAKE EVERY DAY, HAVE YOU EVER WONDERED HOW MANY ARE DIGITAL DECISIONS?

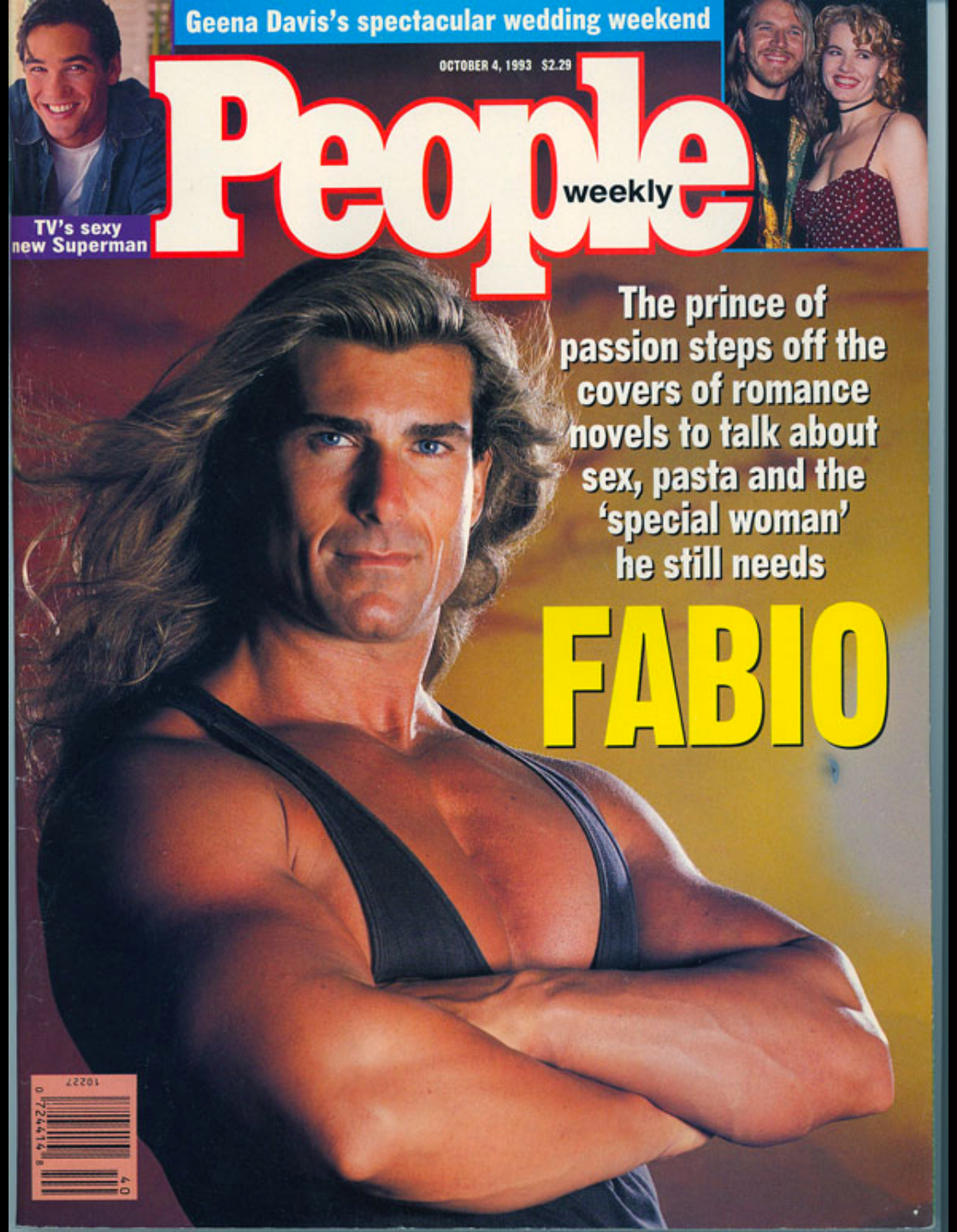

THINKING,
FAST AND SLOW
DANIEL
KAHNEMAN
WINNER OF THE NOBEL PRIZE IN ECONOMICS
ALFR·
NOBEL
NAT·
MDCCC
XXXIII
OB·
MDCCC
XCVI

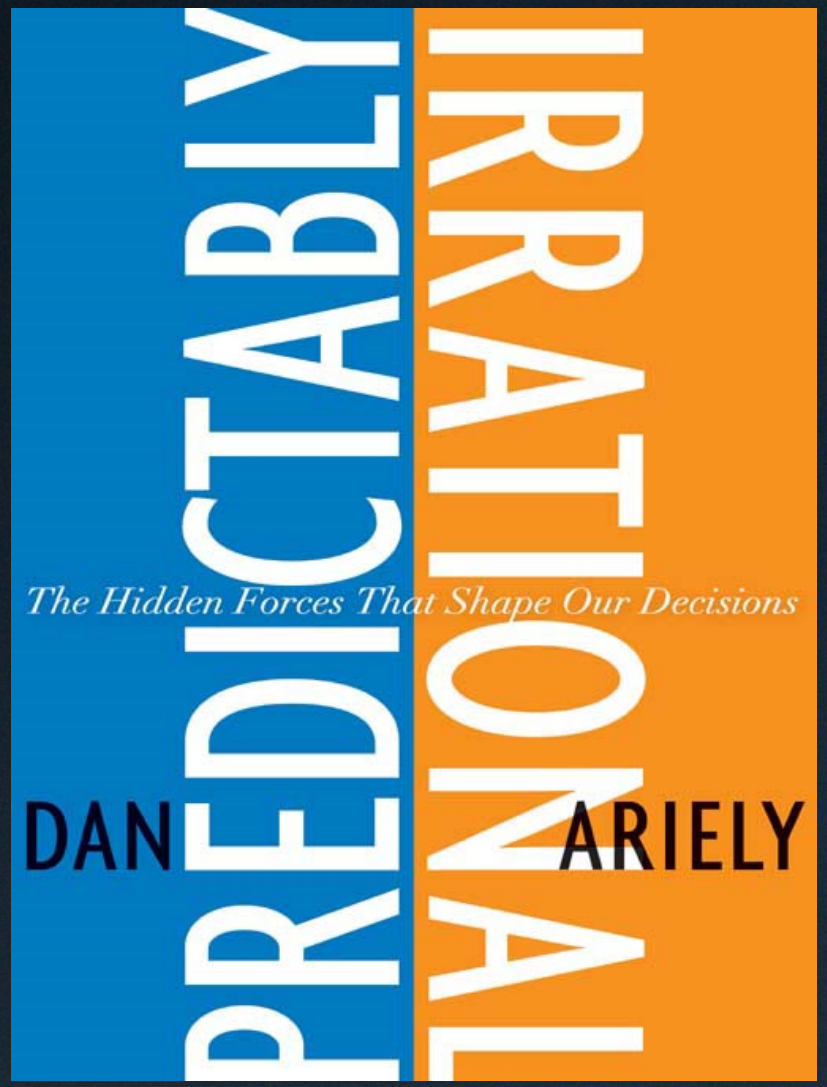
DONE!

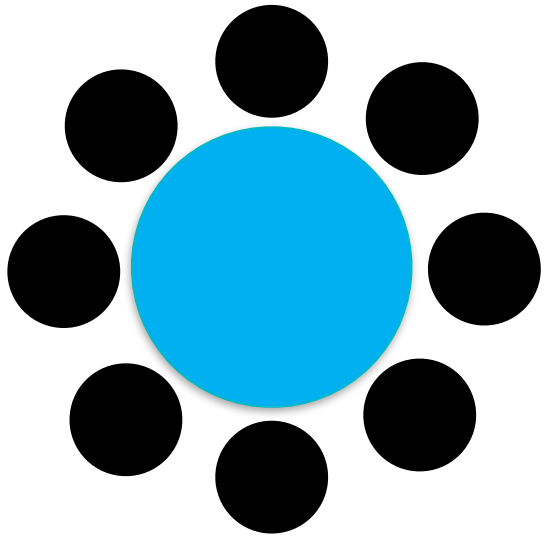


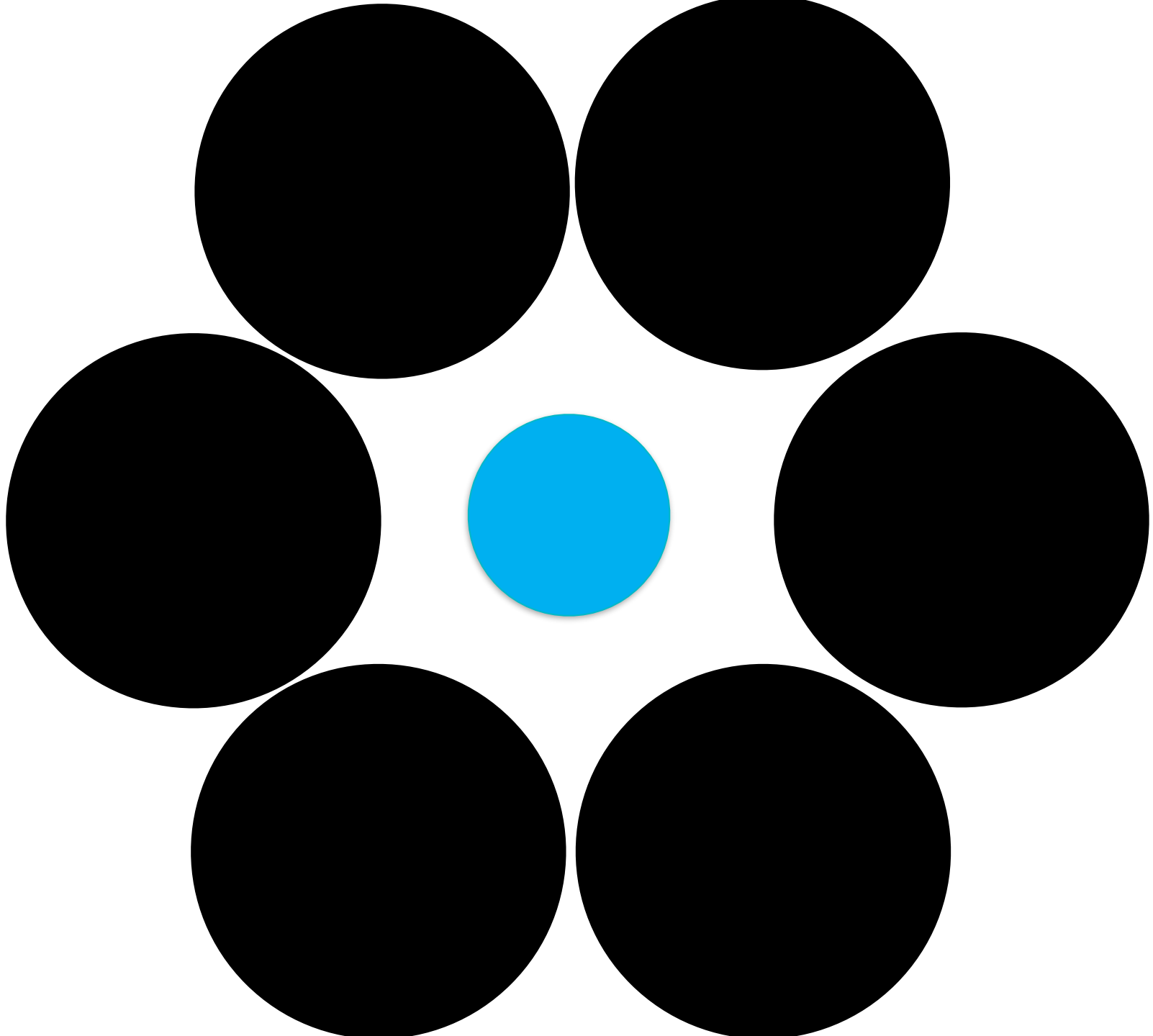
Pelé

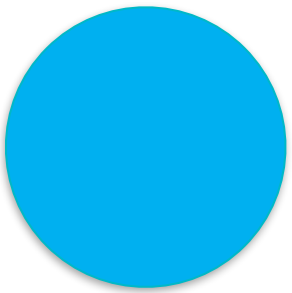

FABIO
FITNESS
VIDEO
FABIO SHARES HIS FITNESS SECRETS WITH YOU
WITH FITNESS EXPERT BRENDA DYKGRAAF

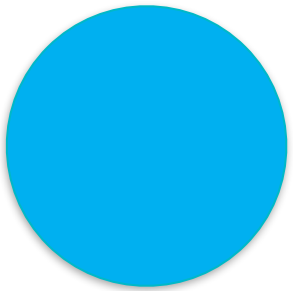

Geena Davis's spectacular wedding weekend
OCTOBER 4, 1993 $2.29
People
weekly
TV's sexy new Superman
The prince of passion steps off the covers of romance novels to talk about sex, pasta and the 'special woman' he still needs
FABIO

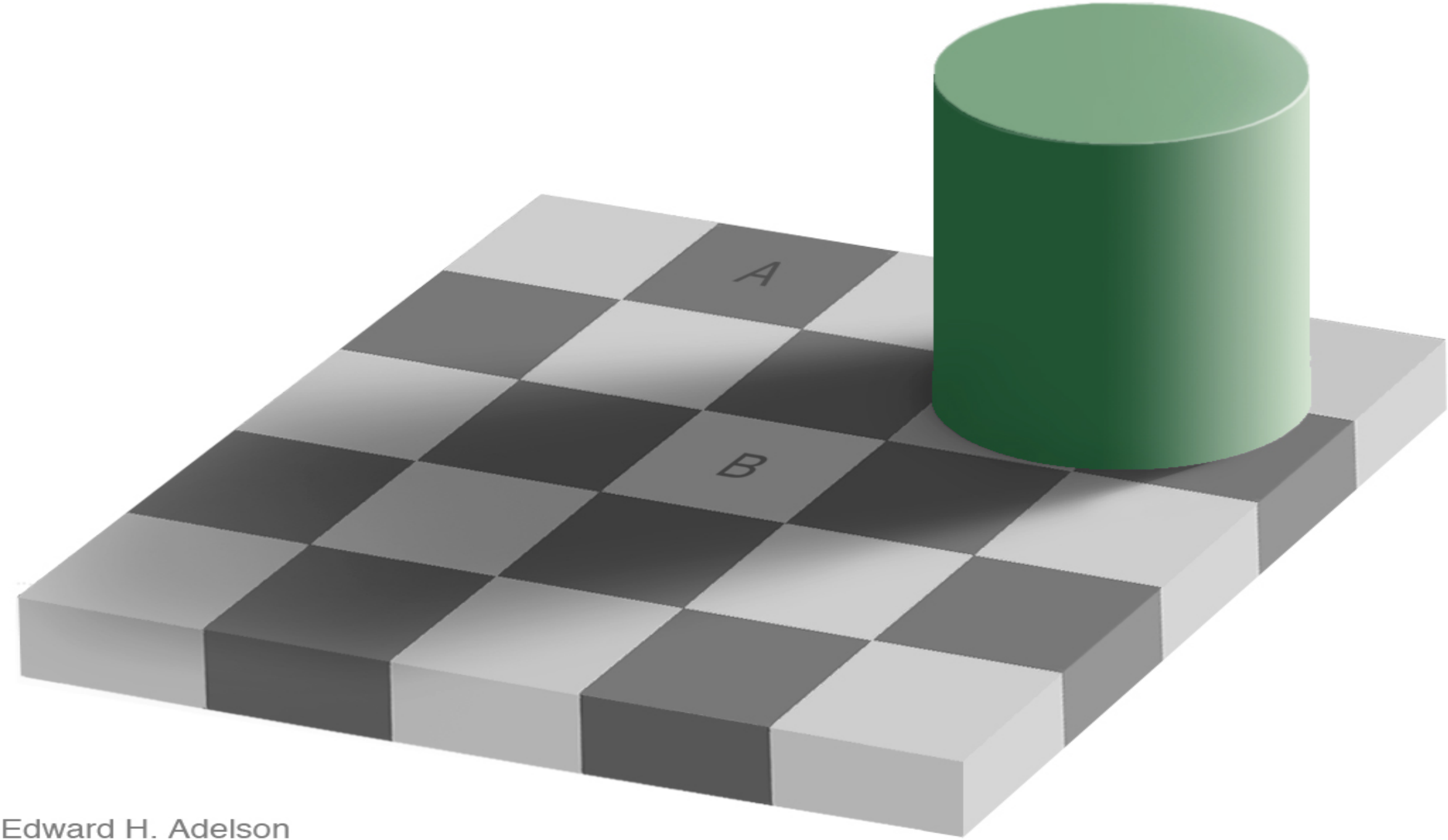

PREDICTABLY
IRRATIONAL
The Hidden Forces That Shape Our Decisions
DAN
ARIELY



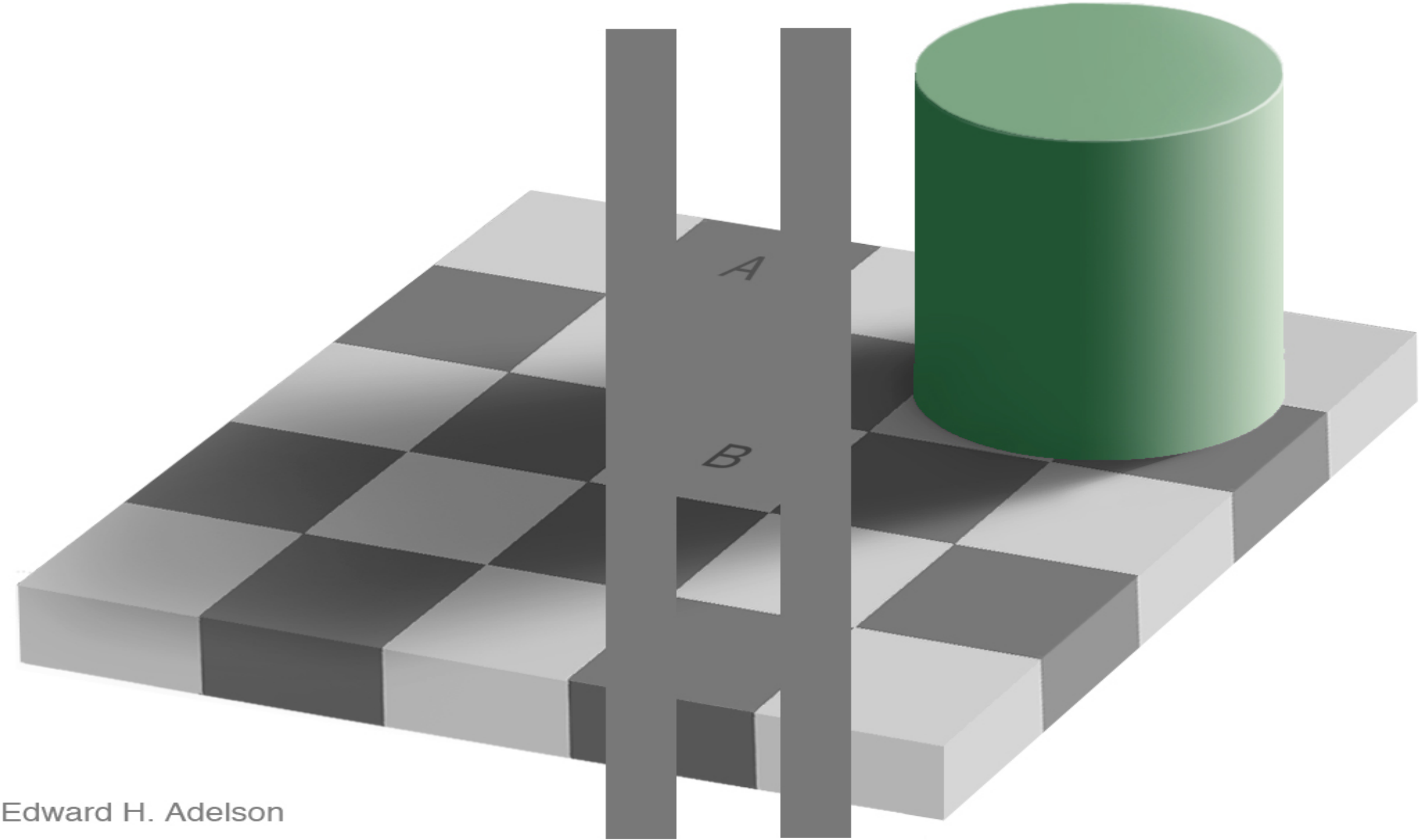




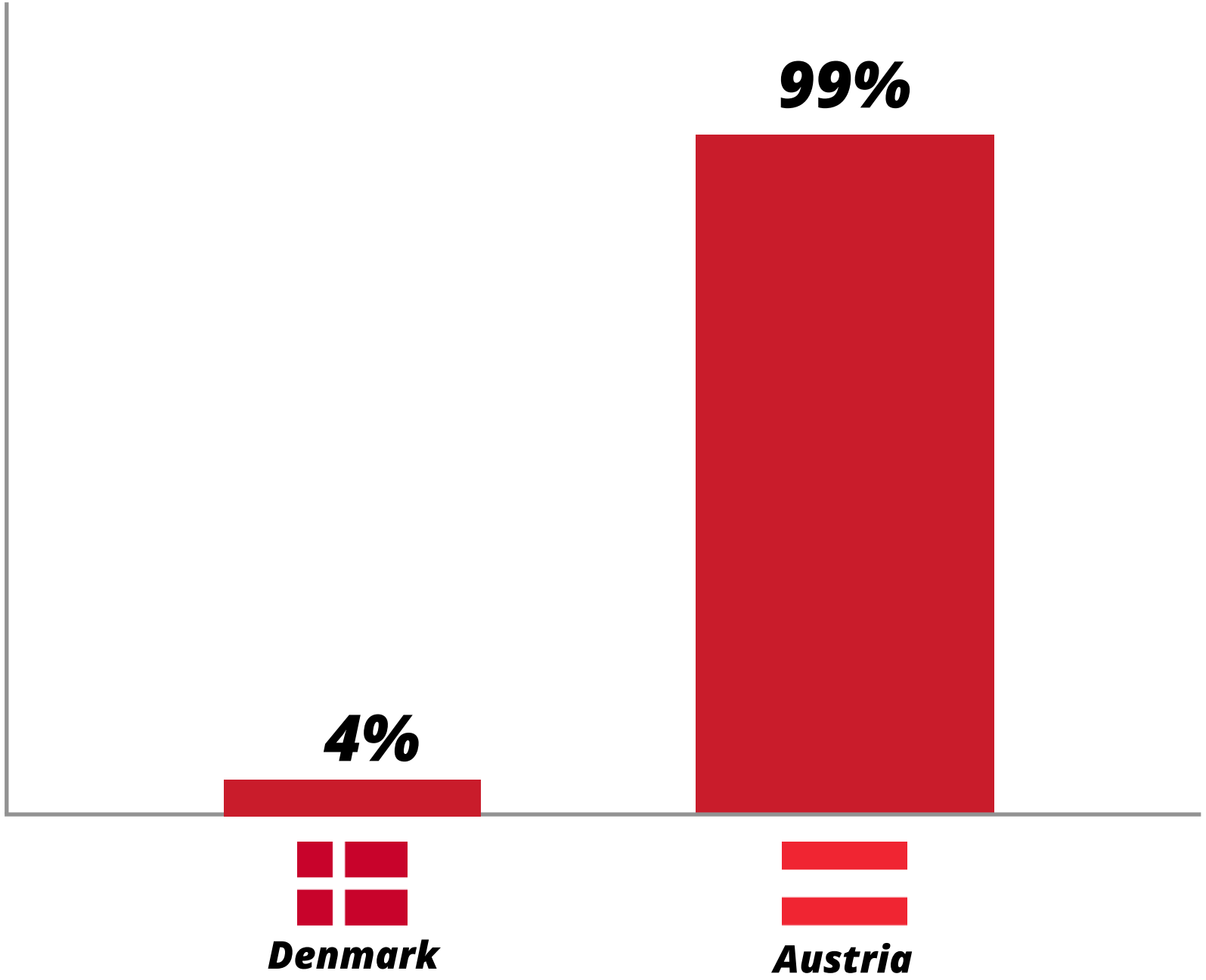


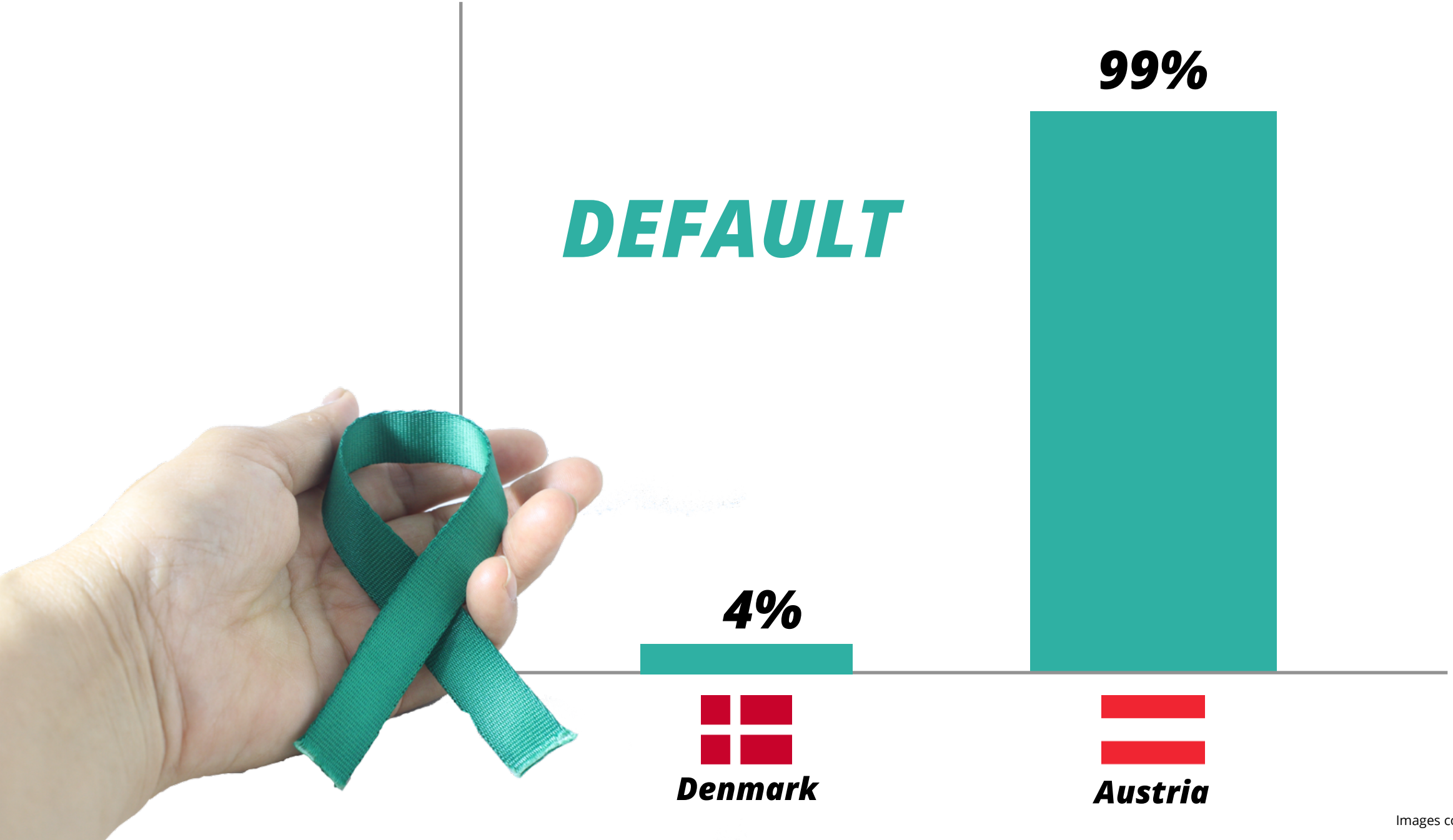


Edward H. Adelson



Edward H. Adelson


99%
4%
Denmark
Austria



Images courtesy of Shutterstock

Next Episode Playing in 5 seconds

ror

. 2 – Fifteen Million

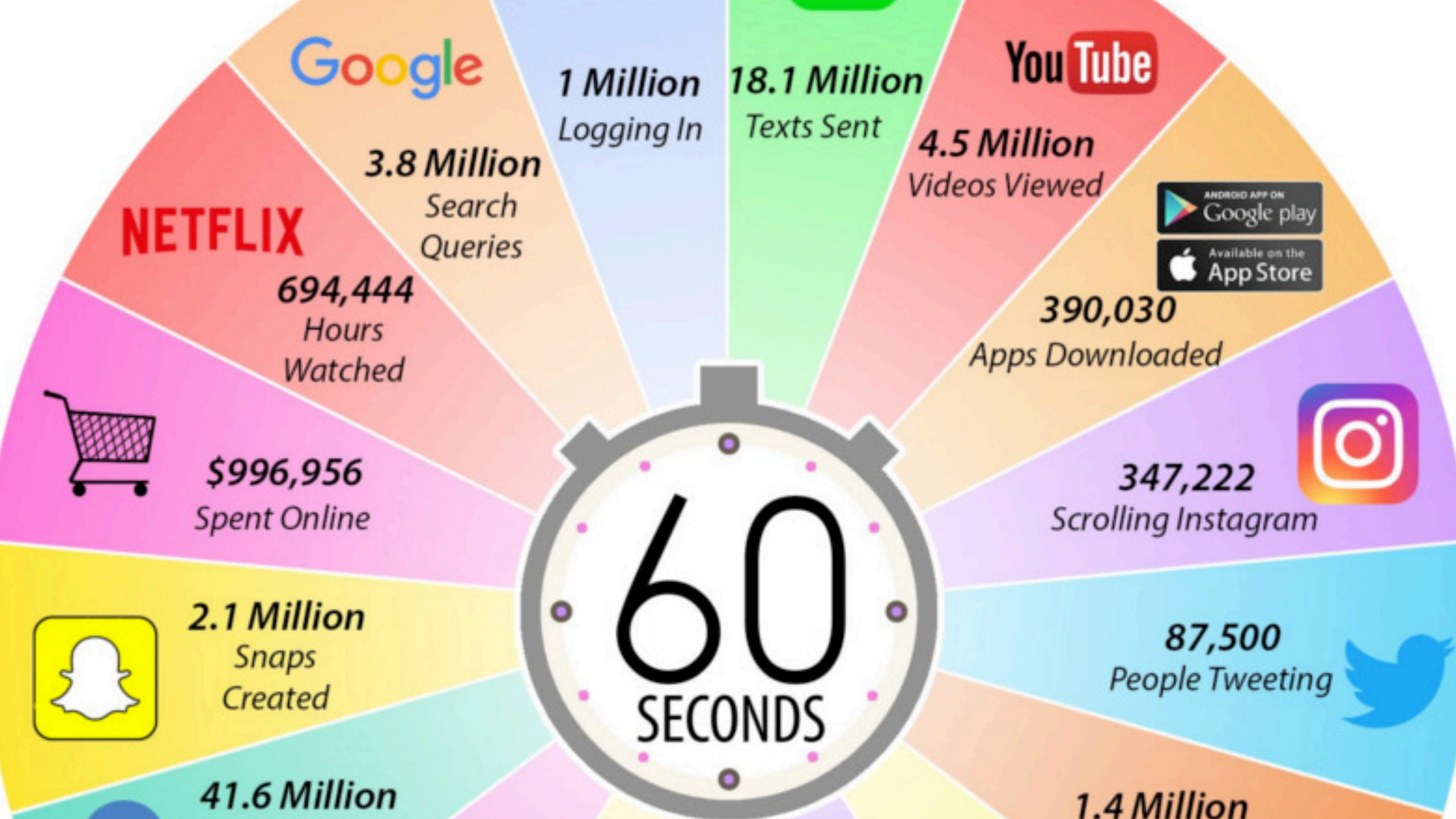
RROR

m

npress the judges on a singing
w, a woman must either perform
r return to a slave-like

Back to Browse

More Episodes


Google
3.8 Million
Search
Queries
1 Million
Logging In
18.1 Million
Texts Sent
YouTube
4.5 Million
Videos Viewed
NETFLIX
694,444
Hours
Watched
ANDROID APP ON
Google play
Available on the
App Store
390,030
Apps Downloaded
$996,956
Spent Online
347,222
Scrolling Instagram
60
SECONDS
2.1 Million
Snaps
Created
87,500
People Tweeting
41.6 Million
1.4 Million

2019 This Is What Happens In An Internet Minute

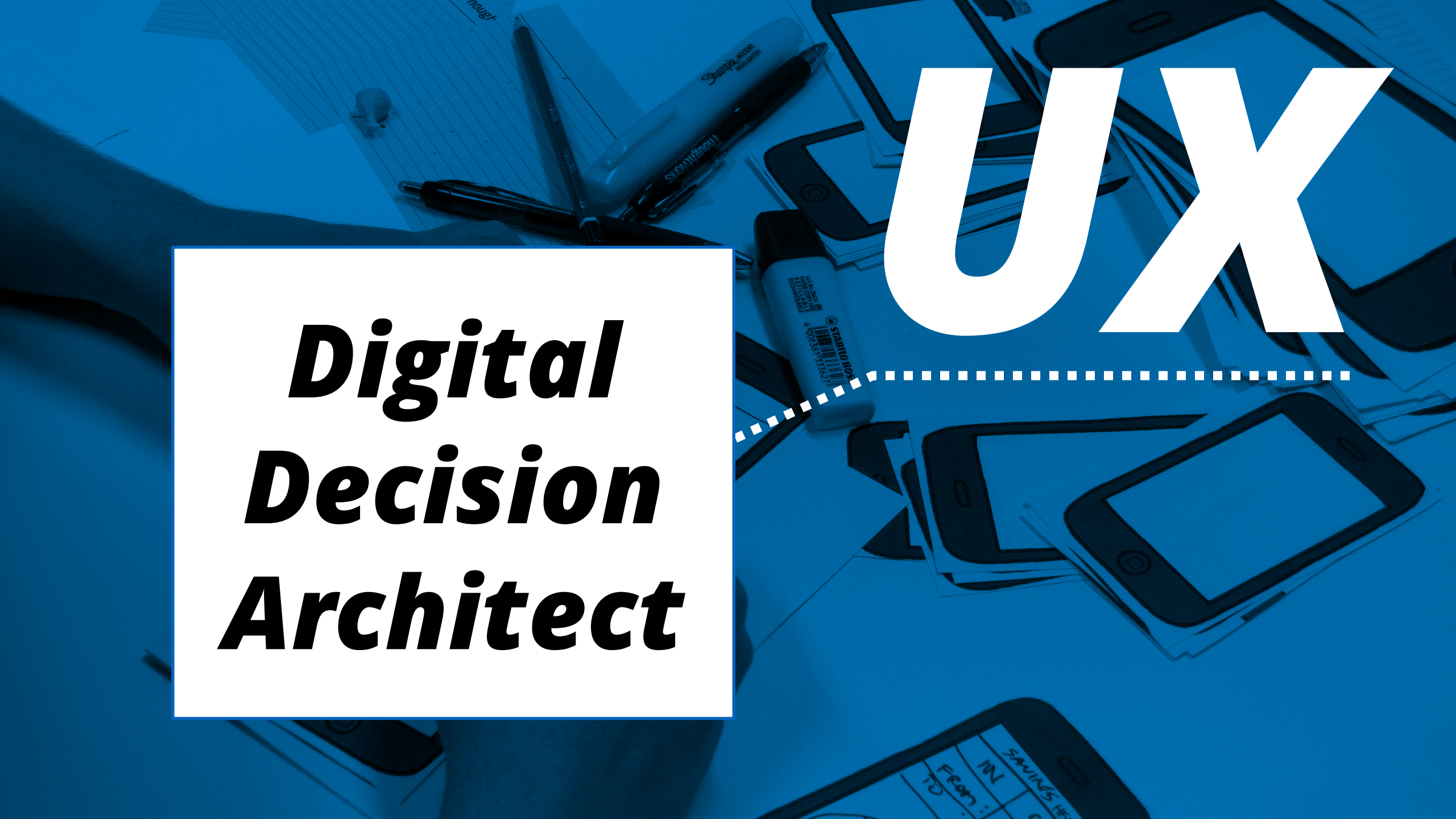
Created By:
@LoriLewis
@OfficiallyChadd

mit hacks
Fire Hydrant
Water Fountain, 1991
"Former MIT President Jerome Wiesner (1971-1980) coined this colorful description of the MIT educational experience:
'Getting an education at MIT is like taking a drink from a fire hose.'
Most students and faculty agree that the analogy is appropriate. . . In 1991, a group of hackers managed to embody this sentiment by turning a fire hydrant into a working drinking fountain in front of the largest lecture hall on campus, 26-100."
2019 This Is What Happens In An Internet Minute
60 SECONDS

2019 This Is What Happens In An Internet Minute
60 SECONDS
facebook
1 Million Logging In
18.1 Million Texts Sent
YouTube
4.5 Million Videos Viewed
390,030 Apps Downloaded
347,222 Scrolling Instagram
87,500 People Tweeting
1.4 Million Swipes
tinder
188 Million Emails Sent
1 Million Views
twitch
41 Music Streaming Subscriptions
180 Smart Speakers Shipped
amazon echo
4.8 Million Gifs Served
GIPHY
41.6 Million Messages Sent
2.1 Million Snaps Created
$996,956 Spent Online
NETFLIX
694,444 Hours Watched
3.8 Million Search Queries
Google
Created By:
@LoriLewis
@OfficiallyChadd

#DigitalNudge

DIGITAL CONTENT NUTRITIONIST, A JOB THAT CAN ALSO BE CALLED CONTENT CURATING.


UX
Digital
Decision
Architect

Lemonade™

Insurance that
doesn't suck

www.lemonade.com

Lemonade™

$13 million dollars to reinvent P2P insurance

Insurance Uber!!!

http://www.insurancejournal.com/news/national/2015/12/08/391235.htm

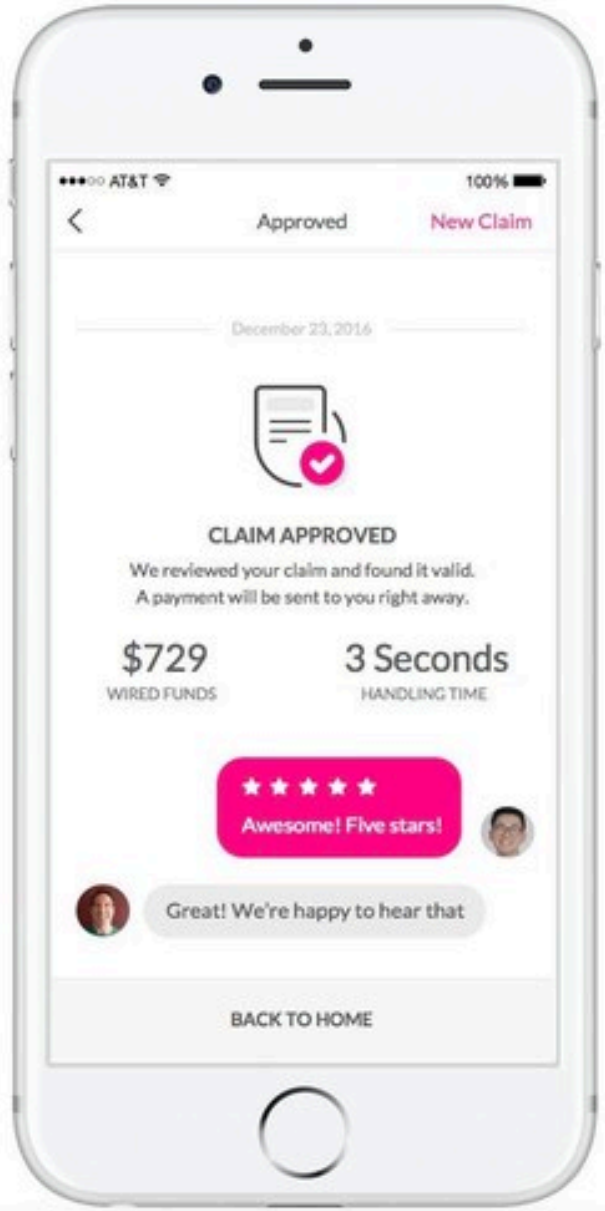
Lemonade™ From $13M to $300M

Lemonade Valuation and Funding

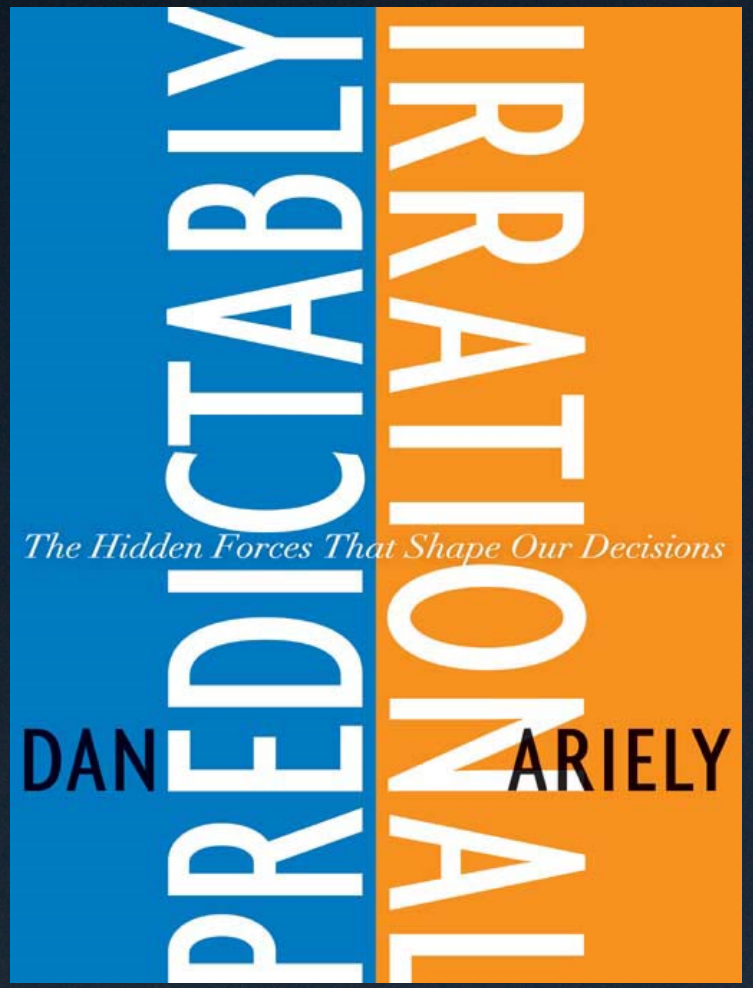
Deal Type	Date	Amount	Raised to Date	Post-Val	Status	Stage
6. Later Stage VC (Series D)	11-Apr-2019	$300M			Completed	Generating Reven...
5. Later Stage VC (Series C)	12-Mar-2018				Completed	Generating Reven...
4. Early Stage VC	21-Apr-2017				Completed	Generating Reven...
3. Early Stage VC (Series B)	02-Dec-2016				Completed	Generating Reven...
2. Early Stage VC (Series A)	23-Aug-2016	$13.6M	$26.6M		Completed	Startup
1. Seed Round	08-Dec-2015	$13M	$13M		Completed	Startup

To view this company's complete deal history including valuation and funding, request access »

https://pitchbook.com/profiles/company/149119-03


AT&T
100%
Approved
New Claim
December 23, 2016
CLAIM APPROVED
We reviewed your claim and found it valid.
A payment will be sent to you right away.
$729
WIRED FUNDS
3 Seconds
HANDLING TIME
Awesome! Five stars!
Great! We're happy to hear that
BACK TO HOME

Behavioral Lab

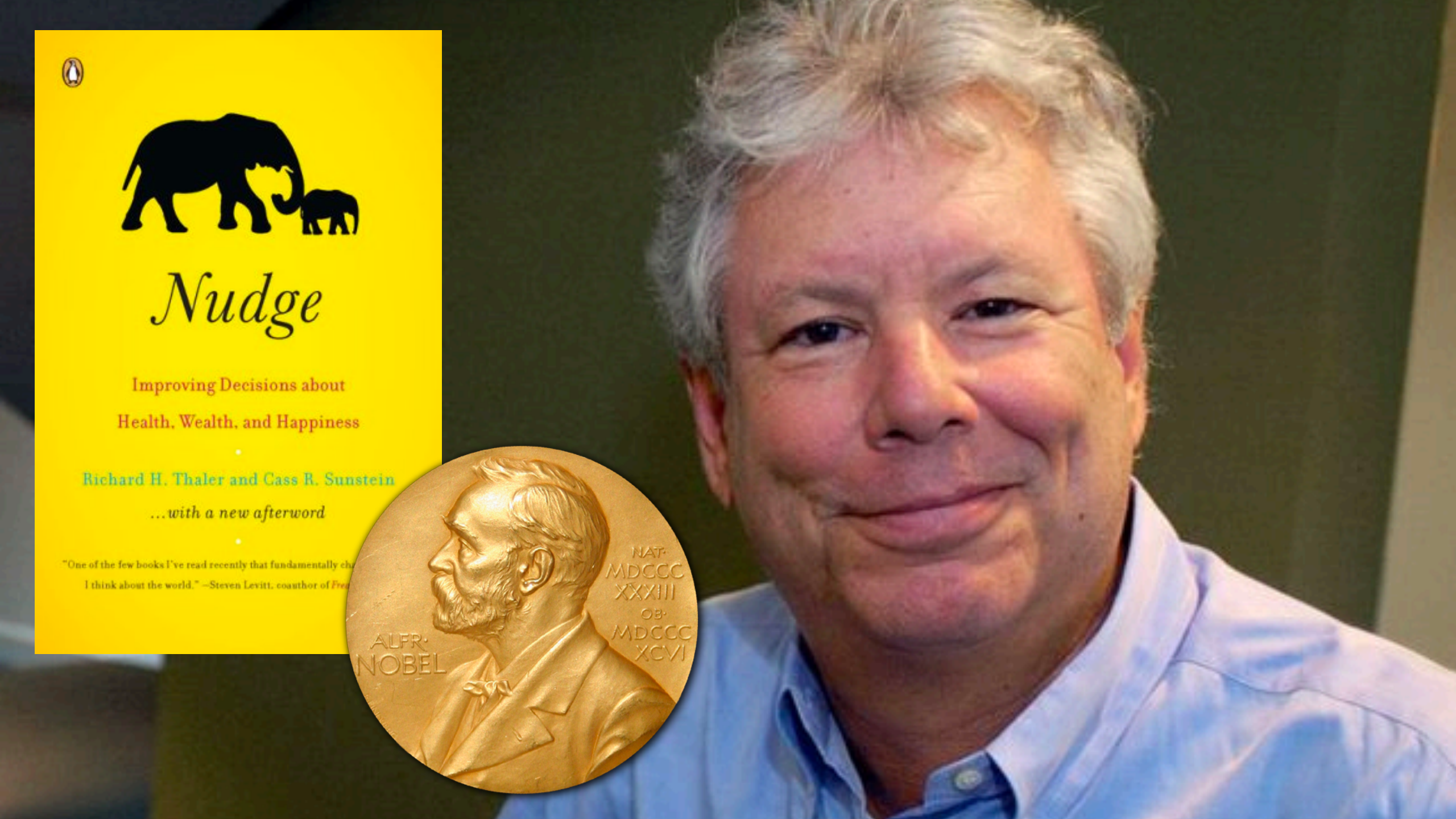

PREDICTABLY IRRATIONAL
The Hidden Forces That Shape Our Decisions
DAN ARIELY

Dan Ariely

Chief Behavioral Officer - Lemonade

Dan Ariely
Chief Behavioral Officer - Lemonade
Lemonade

TRANSSIÇÃO 2017
OLÁ, MEU NOME É
FÁBIO PEREIRA


Nudge
Improving Decisions about
Health, Wealth, and Happiness
Richard H. Thaler and Cass R. Sunstein
...with a new afterword
"One of the few books I've read recently that fundamentally ch
I think about the world." —Steven Levitt, coauthor of Fre
NAT·
MDCCC
XXVIII
OB·
MDCCC
XCVI
ALFR·
NOBEL

#DigitalNudge

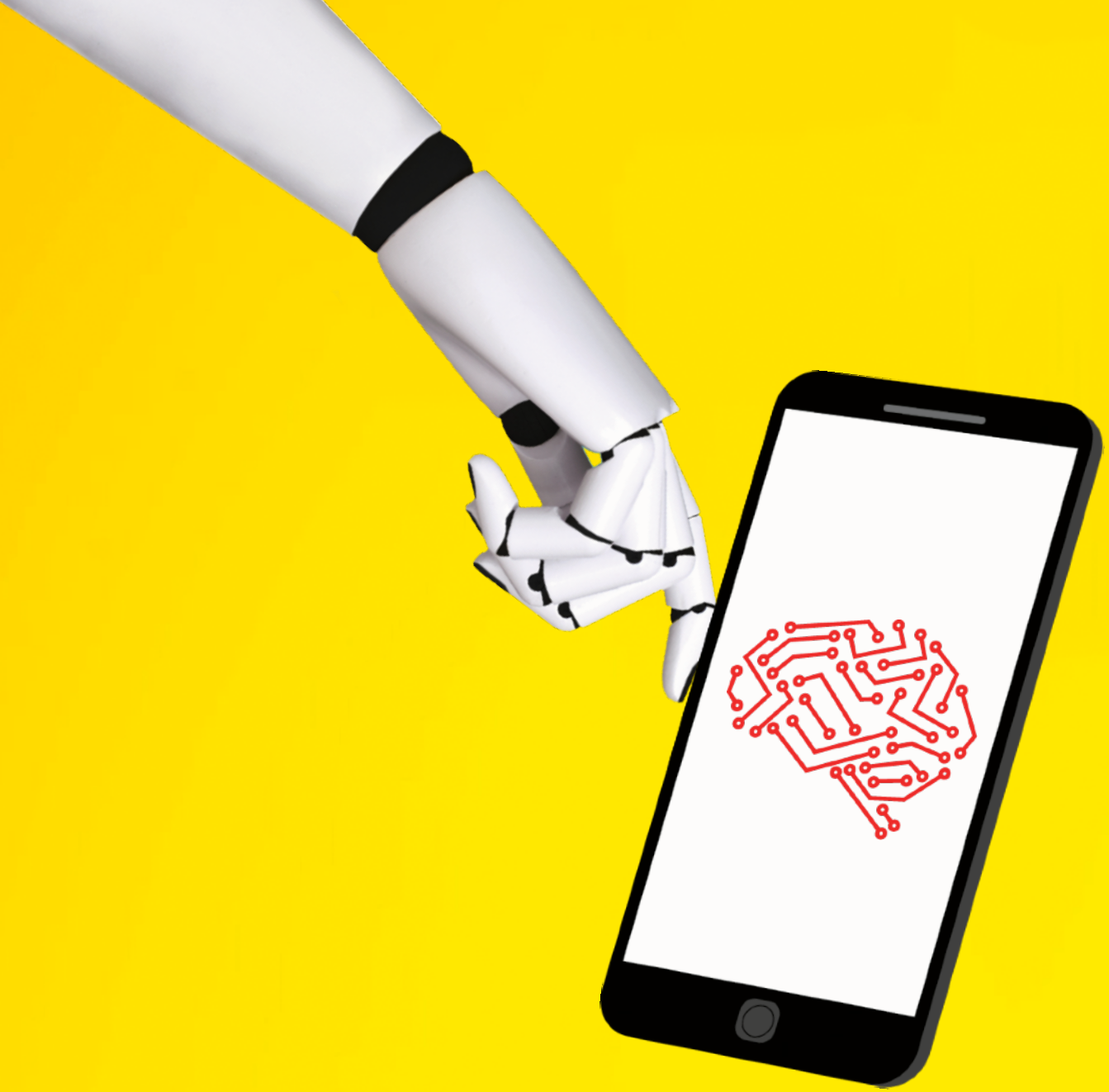
NUDGES ARE SMALL AND POWERFUL INTERVENTIONS IN THE ENVIRONMENTS WHERE WE MAKE DECISIONS.

NUDGE

Images courtesy of Shutterstock

DIGITAL NUDGE

www.digitalnudge.org

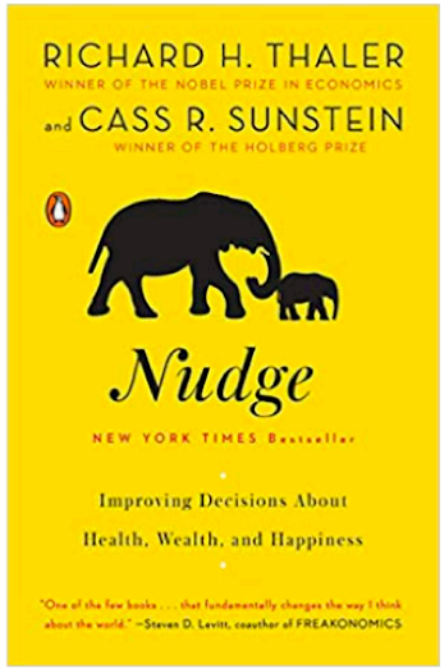


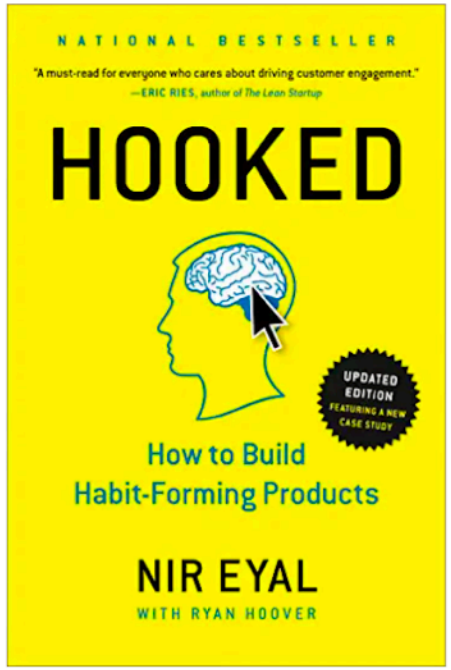
DIGITAL NUDGE

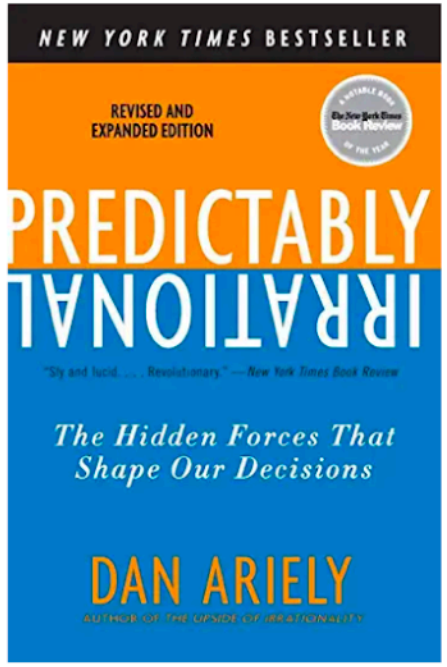
www.digitalnudge.org

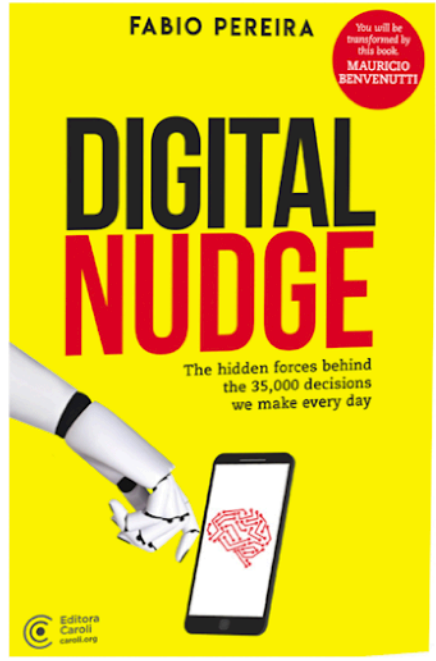
Digital Citizen

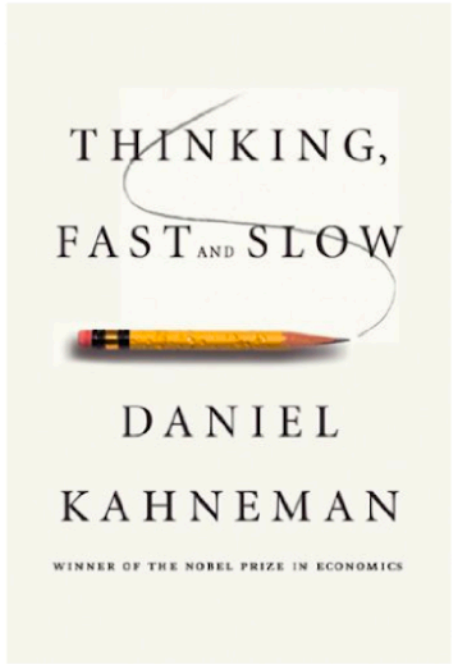
Digital Decision Architect

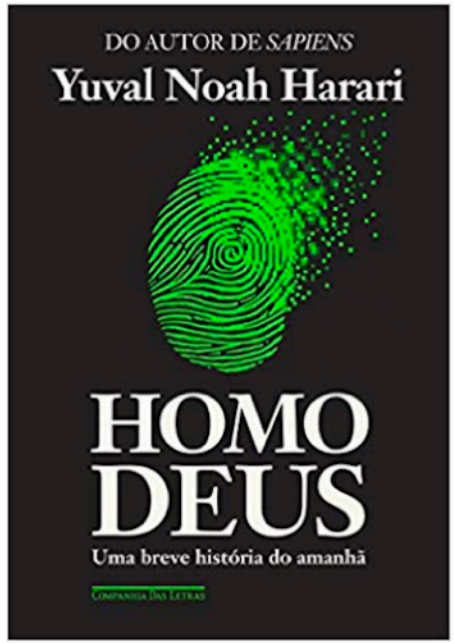

RICHARD H. THALER
WINNER OF THE NOBEL PRIZE IN ECONOMICS
and CASS R. SUNSTEIN
WINNER OF THE HOLBERG PRIZE
Nudge
NEW YORK TIMES Bestseller
Improving Decisions About
Health, Wealth, and Happiness
"One of the few books . . . that fundamentally changes the way I think about the world." —Steven D. Levitt, coauthor of FREAKONOMICS


NATIONAL BESTSELLER
"A must-read for everyone who cares about driving customer engagement."
—ERIC RIES, author of The Lean Startup
HOOKED
UPDATED EDITION
FEATURING A NEW CASE STUDY
How to Build
Habit-Forming Products
NIR EYAL
WITH RYAN HOOVER

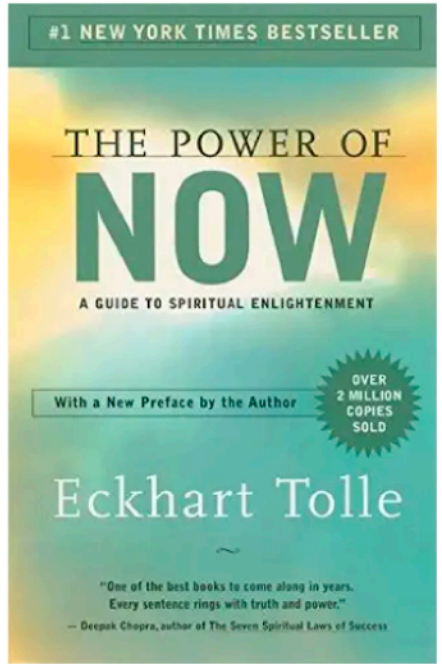

NEW YORK TIMES BESTSELLER
REVISED AND
EXPANDED EDITION
PREDICTABLY
IRRATIONAL
"Sly and lucid. . . . Revolutionary." —New York Times Book Review
The Hidden Forces That
Shape Our Decisions
DAN ARIELY


FABIO PEREIRA
You will be transformed by this book.
MAURICIO BENVENUTTI
DIGITAL
NUDGE
The hidden forces behind
the 35,000 decisions
we make every day
Editora Caroli
caroli.org


THINKING,
FAST AND SLOW
DANIEL
KAHNEMAN
WINNER OF THE NOBEL PRIZE IN ECONOMICS

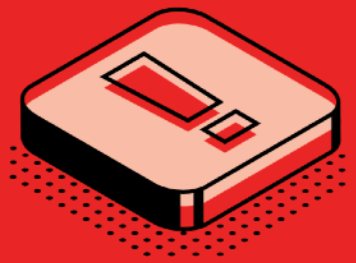

DO AUTOR DE SAPIENS
Yuval Noah Harari
HOMO
DEUS
Uma breve história do amanhã
COMPANHIA DAS LETRAS

The
Fourth
Industrial
Revolution
Klaus
Schwab
Founder and Executive Chairman,
World Economic Forum


#1 NEW YORK TIMES BESTSELLER
THE POWER OF
NOW
A GUIDE TO SPIRITUAL ENLIGHTENMENT
With a New Preface by the Author
OVER
2 MILLION
COPIES
SOLD
Eckhart Tolle
"One of the best books to come along in years.
Every sentence rings with truth and power."
— Deepak Chopra, author of The Seven Spiritual Laws of Success

Images courtesy of Shutterstock

The power and responsibilities of Digital Nudges



2 TYPES OF INFLUENCE

PERSUASION

Influencing people to do what they **want and need.**

COERSION

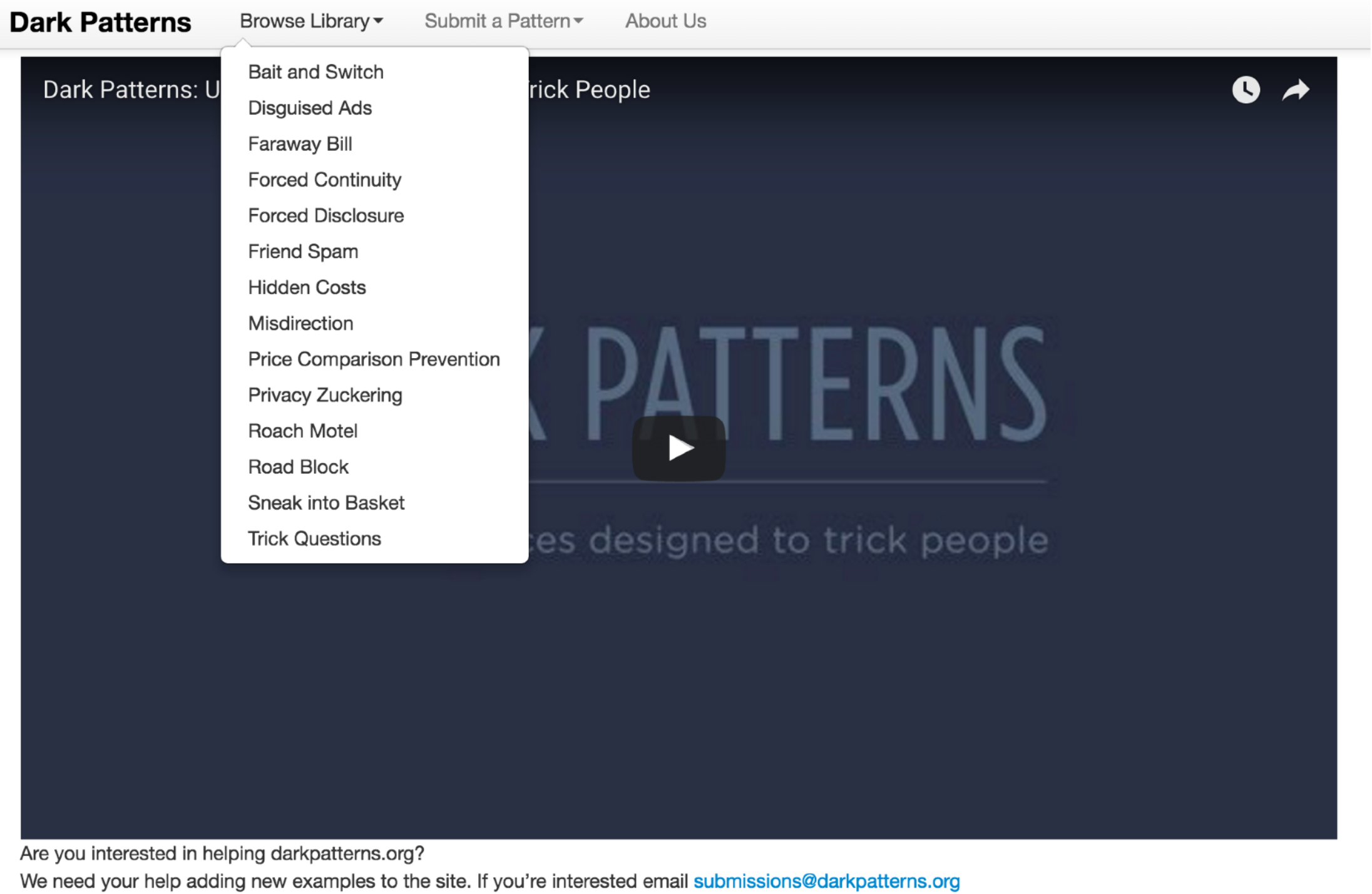
Influencing people to do what they **don't want and don't need**

http://www.nirandfar.com/2017/04/deal-persuasive-technology-video.html (Nir)

#DigitalNudge

Are you interested in helping darkpatterns.org?

We need your help adding new examples to the site. If you're interested email submissions@darkpatterns.org

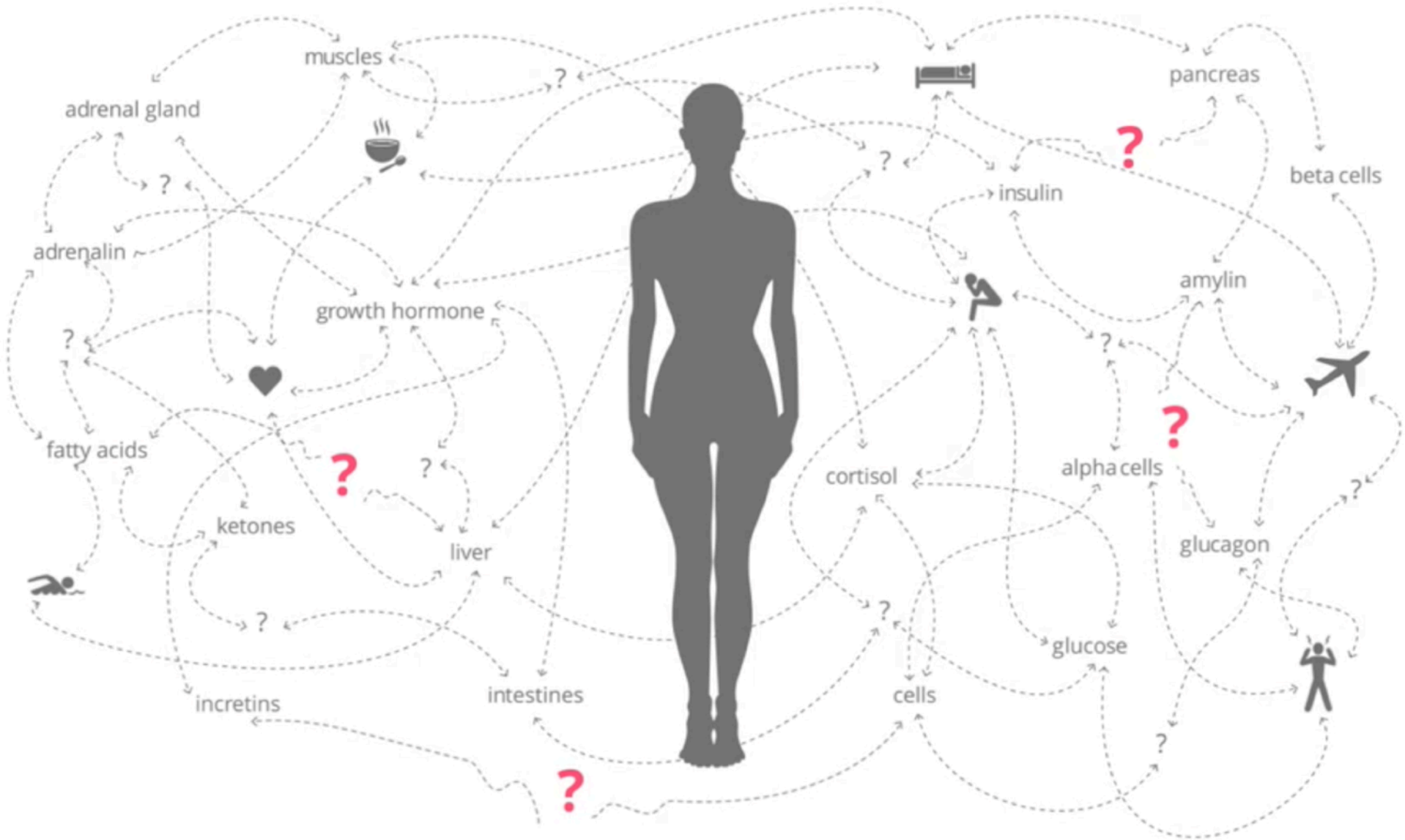

Dark Patterns
Browse Library
Submit a Pattern
About Us
Bait and Switch
Disguised Ads
Faraway Bill
Forced Continuity
Forced Disclosure
Friend Spam
Hidden Costs
Misdirection
Price Comparison Prevention
Privacy Zuckering
Roach Motel
Road Block
Sneak into Basket
Trick Questions
Dark Patterns: U
rick People
PATTERNS
es designed to trick people
Are you interested in helping darkpatterns.org?
We need your help adding new examples to the site. If you're interested email submissions@darkpatterns.org

The #DigitalNudge 4GOOD Movement

Jake
now
110
mg/dL
3HR
6HR
12HR
24HR
400
350
300
250
200
150
100
50
3:00 PM
4:00 PM
4:34 PM

DEXCOM G4

1 in 12 people have diabetes



ayuda heuristics

quin

quintech.io

4,995 people
subscribed to buy the prototype.

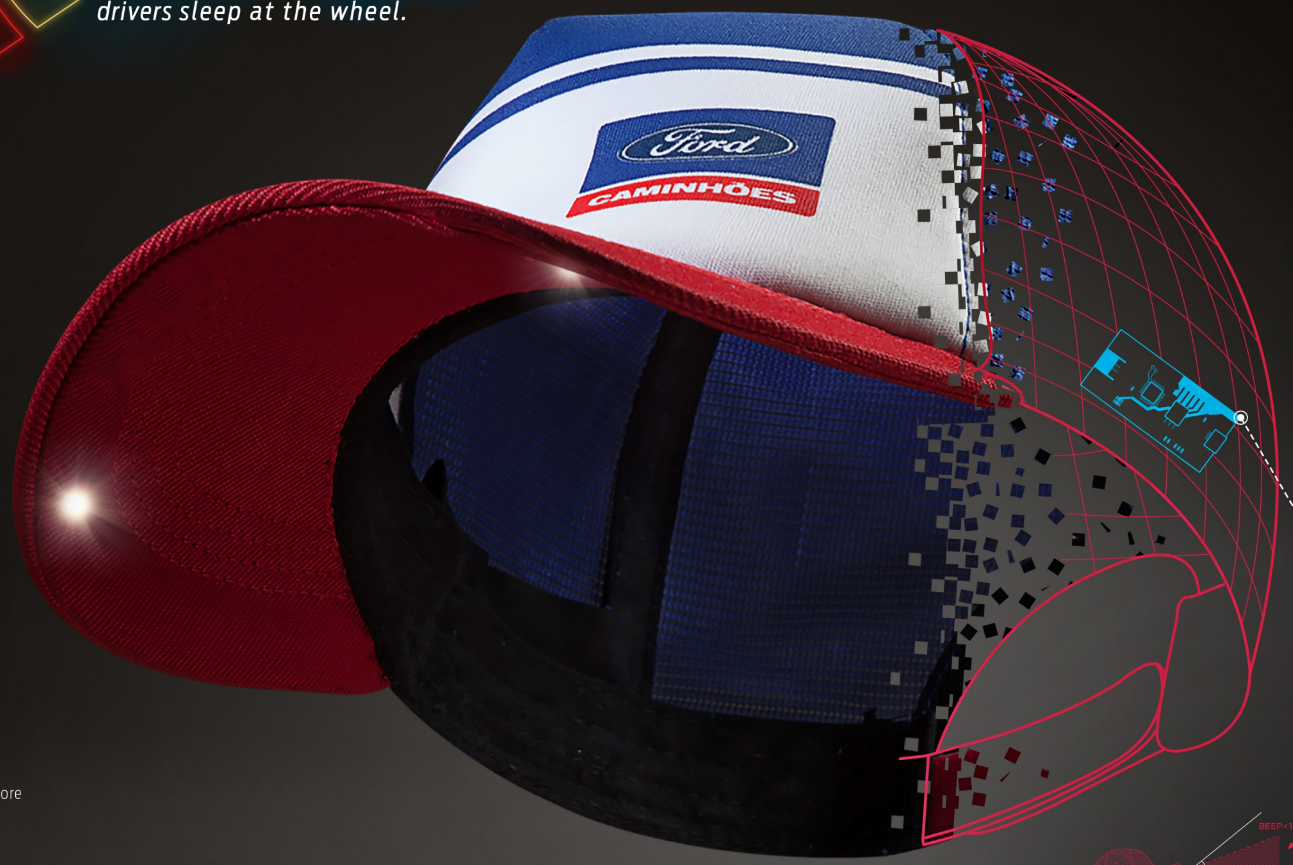
5 companies
already testing.

DAILY Mirror · LA VANGUARDIA · LE FIGARO.fr · YAHOO! · PSFK · vocativ · CNN · BUSINESS INSIDER · Aol. · NEWS 4 SAN ANTONIO · *And many more...*

SAFECAP

The cap that doesn't let the truck drivers sleep at the wheel.

Ford TRUCKS



SCENARIO

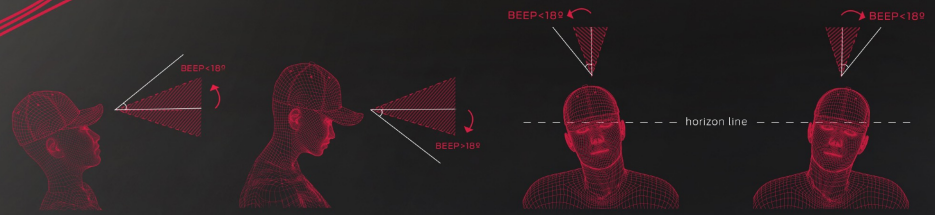
The profession with more deaths in Brazil is the truck driver. And big part of these deaths happens because they fall asleep while driving, causing many accidents. Which puts in risk not only their lives, but also the lives of anyone on the roads.

IDEIA

We found out a solution in something that accompanies the truck drivers in every trip. We developed a cap that identifies the sleepy behaviors of the truck drivers and alerts them when they fall asleep at the wheel. What before was a simple accessory was turned into an item of security on the roads.

EXECUTION

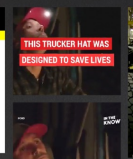
We developed a research that analyzed the truck driver's head movements when he is sleepy and formed a basis of movements. After mapping it, we took the database to a software installed on a CPU in a pocket inside the cap. That identifies the sleep behaviours through an accelarometer and a gyroscope to alert the driver with three warnings: sound, light and vibration.



When the sensor detects an inclination of the head in a vertical or horizontal axis, for a certain period of time, the cap alerts. That allows it to identify hundreds of movements in an angle of 360 degrees.

"Hats off to Ford for this smart idea"
YAHOO!

"Ford just made a trucker hat that uses technology to save trucker's lives"
FAST COMPANY



dta

Australian Government
Digital Transformation Agency

1 Understand user needs

Understand user needs. Research to develop a deep knowledge of the users and their context for the service.

DTO
Digital Transformation Office

Australian Government

Digital Service Standard

1. Understand user needs. Research to develop a deep knowledge of the users and their context for the service.
2. Establish a sustainable multi-disciplinary team to design, build, operate and iterate the service, led by an experienced product manager with decision-making responsibility.
3. Design and build the product using the service design and delivery process, taking an agile and user-centred approach.
4. Understand the tools and systems required to build, host, operate and measure the service and how to adopt, adapt or procure them.
5. Identify the data and information the service will use or create. Put appropriate legal, privacy and security measures in place.
6. Build the service with responsive design methods using common design patterns and the style guide.
7. Build using open standards and common government platforms where appropriate.
8. Make all new source code open by default.
9. Ensure the service is accessible to all users regardless of their ability and environment.
10. Test the service from end to end, in an environment that replicates the live version.
11. Measure performance against KPIs set out in the guides. Report on public dashboard.
12. Ensure that people who use the digital service can also use the other available channels if needed, without repetition or confusion.
13. Encourage users to choose the digital service and consolidate or phase out existing alternative channels where appropriate.

Digital Nudging

Markus Weinmann
University of Liechtenstein

Christoph Schneider
City University of Hong Kong

Jan vom Brocke
University of Liechtenstein

https://cacm.acm.org/magazines/2018/7/229029-digital-nudging/fulltext

1) Define digital context (& goals)

- E-commerce (sell more)
- Online tax claims (be honest)
- Rating platforms (be truthful)
- ...

2) Understand decision process

- Determine heuristics and biases that might be at play

3) Select nudge

- Select a suitable intervention to change behavior (utilize or counter bias)

4) Implement nudge

- Develop designs & interventions
- Implement designs

5) Test / experiment

- Select test design
- Track behavior
- A/B testing
- Split testing
- ...

THE 5 DIGITAL CONSCIOUSNESS SKILLS

#DigitalNudge

3. KNOWLEDGE OF UNCONSCIOUS BIASES

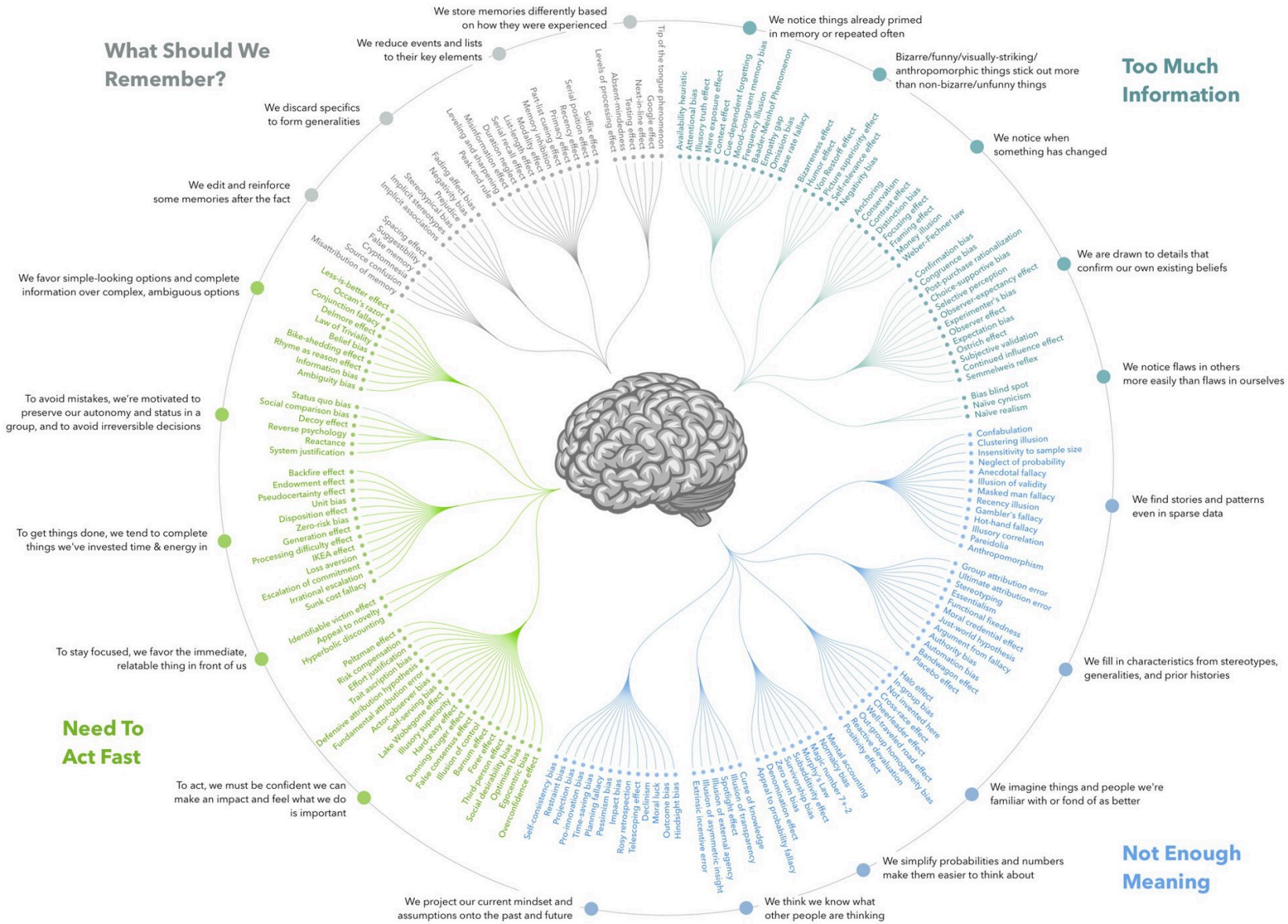
"I SEE BIASES!"

THE 5 DIGITAL CONSCIOUSNESS SKILLS

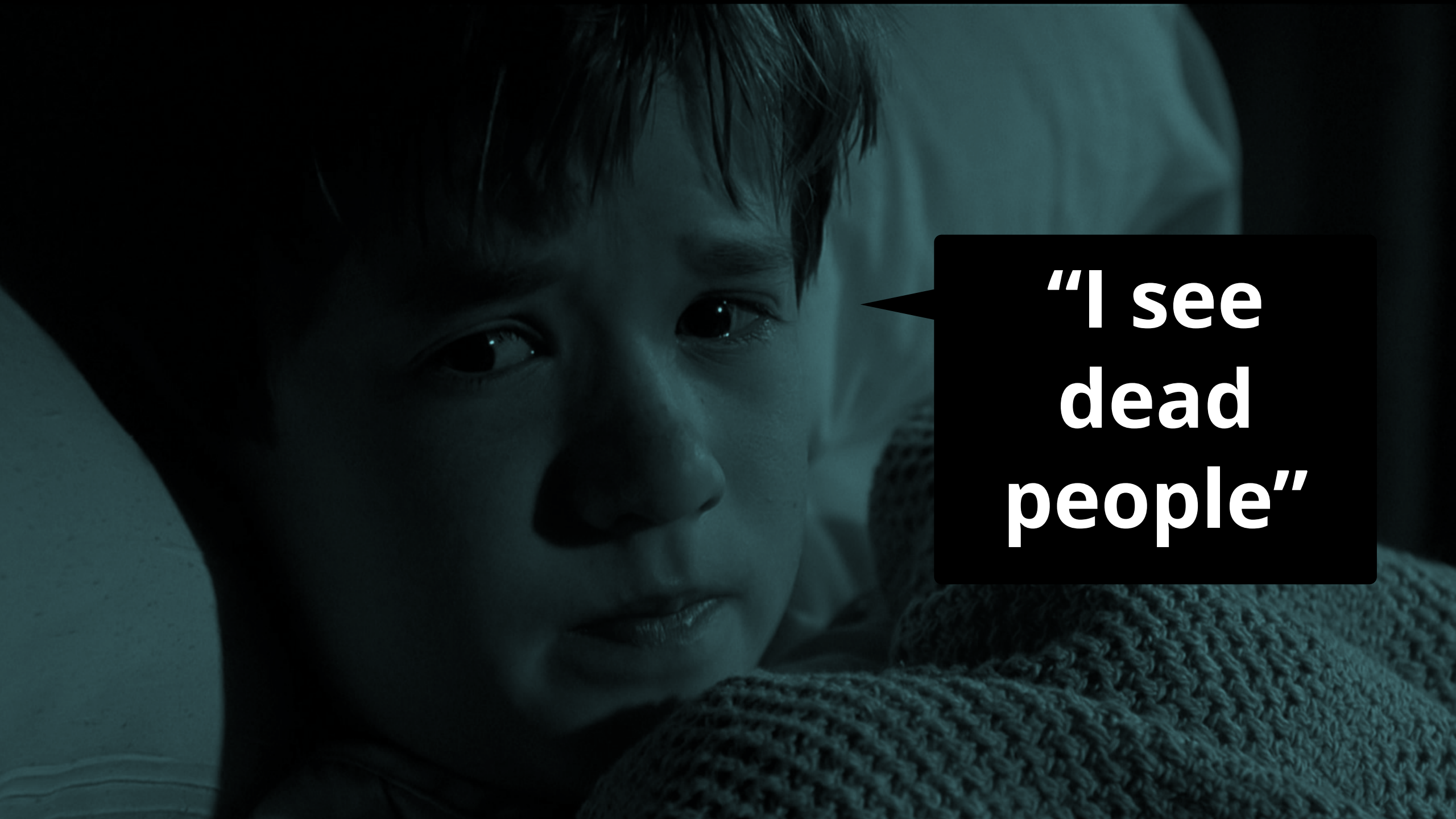
#DigitalNudge

effect
Occam's razor
Conjunction fallacy
Delmore effect
Law of Triviality
Belief bias
Bike-shedding effect
Rhyme as reason effect
Information bias
Ambiguity bias
Status quo bias
Social comparison bias
Decoy effect
Reverse psychology
Reactance
System justification
Backfire effect
Endowment effect
Pseudocertainty effect
Unit bias
Disposition effect
Zero-risk bias
Generation effect

COGNITIVE BIAS CODEX, 2016



ALGORITHMIC LAYOUT + DESIGN BY JM3 · JOHN MANOOGIAN III // CONCEPT + METICULOUS CATEGORIZATION BY BUSTER BENSON // DEEP RESEARCH BY WIKIPEDIANS FAR + WIDE


“I see dead people”

#DigitalNudge

THE 5 DIGITAL CONSCIOUSNESS SKILLS

1. **CONTROL OF DIGITAL DECISION**
   "MY DECISIONS, MY RULES"
2. **CONNECTED-DISCONNECTED BALANCE**
   "SOMETIMES WE HAVE TO DISCONNECT IN ORDER TO CONNECT"
3. **KNOWLEDGE OF UNCONSCIOUS BIASES**
   "I SEE BIASES!"
4. **CONCENTRATION AND DIGITAL FOCUS**
   "WHEN WE FOCUS ON EVERYTHING, WE FOCUS ON NOTHING"
5. **CRITICAL THINKING**
   "DOUBT BEFORE BELIEVING, VALIDATE BEFORE SHARING"

#DigitalNudge

WHAT NOW?

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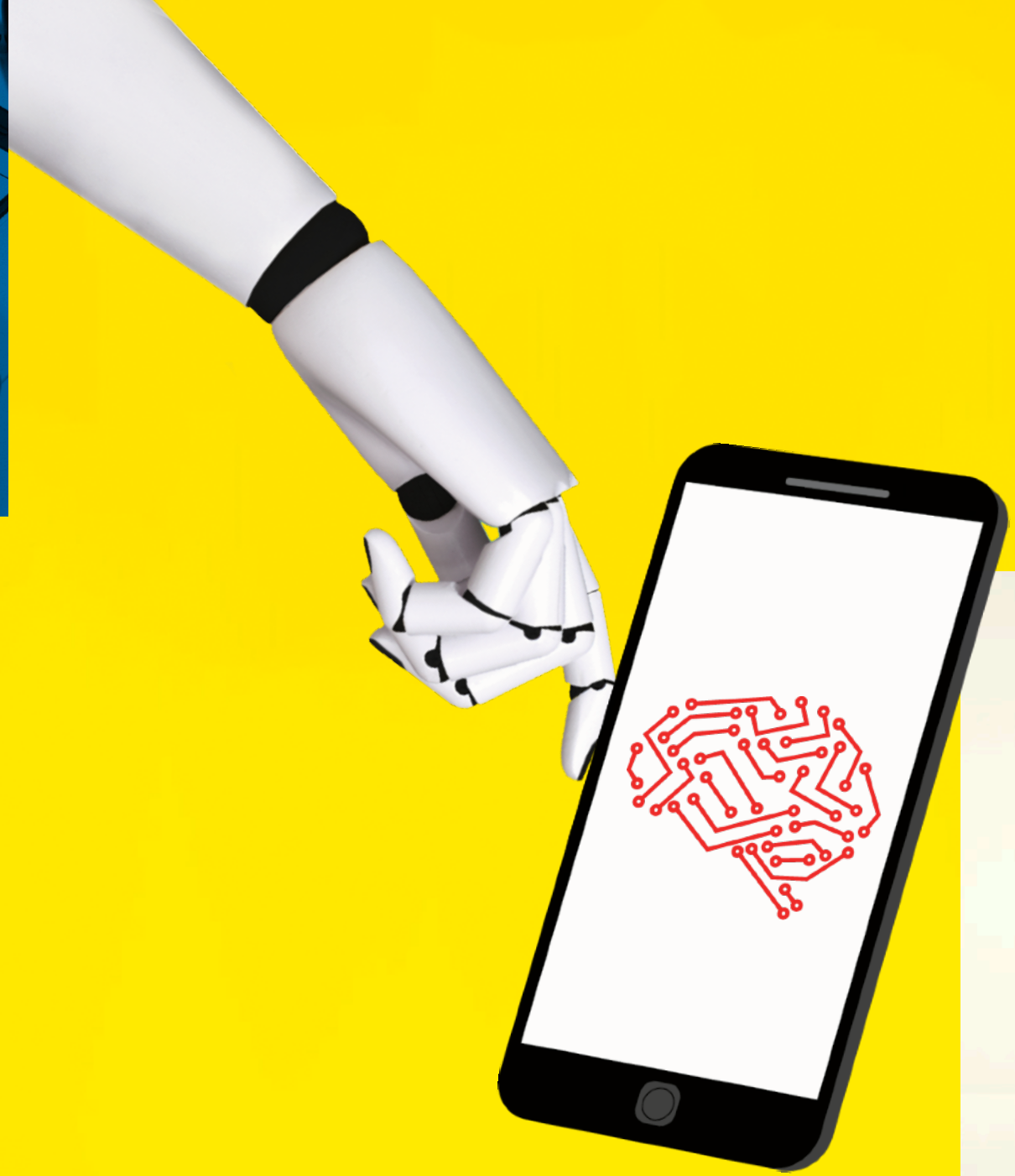
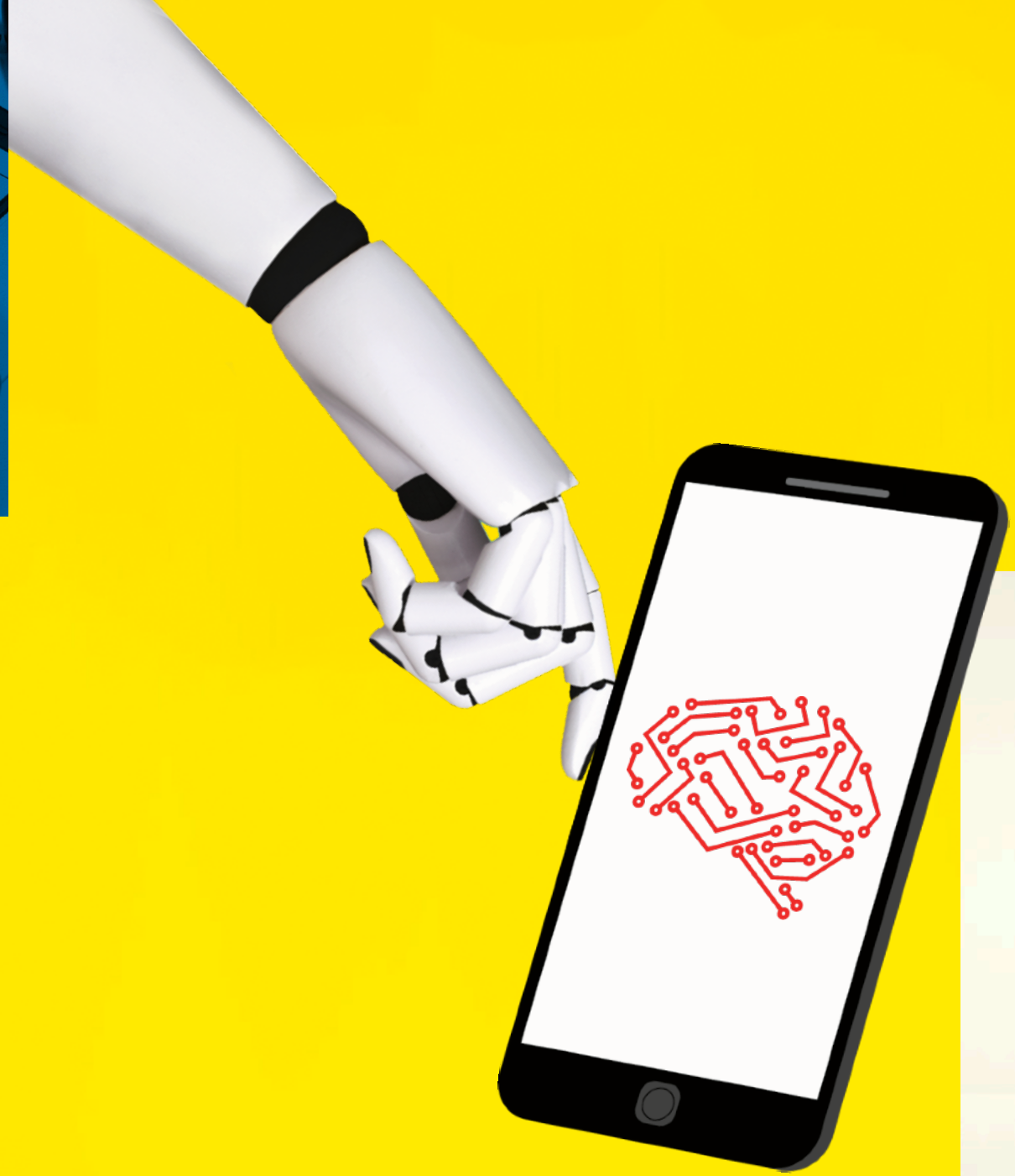
Digital Citizen

Digital Decision Architect



Digital Citizen

Raise Consciousness



Digital Decision Architect

Nudge 4Good

1 ACTION

#DigitalNudge

LEARNING IS ACTING

#DigitalNudge

LEARNING IS NOT ABOUT DRINKING MORE WATER.

#DigitalNudge

LEARNING IS NOT ABOUT DRINKING MORE WATER.

LEARNING IS ABOUT TAKING A PISS.

#DigitalNudge

goto; conferences

GOTO CHICAGO 2020

THANK YOU!

FABIO PEREIRA

DIGITAL NUDGE