
ABB
ABB

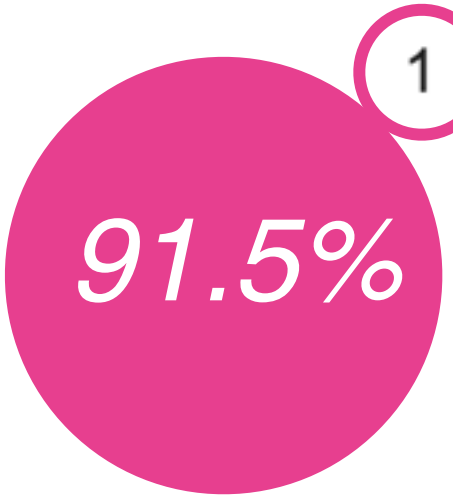
Where to eat in Berlin?

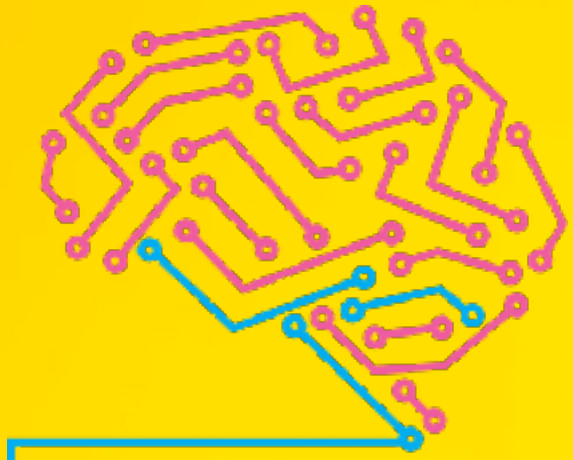


Wo kann man in Berlin essen?

About 17,000,000 results (0.43 seconds)

1 2 3 4 5 6 7 8 9 10 Mais







#DigitalNudge

THE HIDDEN FORCES THAT SHAPE OUR
DIGITAL DECISIONS

FABIO PEREIRA

ThoughtWorks®

Please

Ask questions through the app

Rate Session

Thank you!





@GOTOber

gotober.com

35000

$59


The Economist
Happiness

$125


The Economist
Happiness

$125


The Economist
Happiness
The Economist
Happiness

$59


The Economist
Happiness

$125


The Economist
Happiness



$125




The Economist
Happiness

The Economist
Happiness


$59
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The Economist
Happiness

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The Economist
Happiness

$125


The Economist
Happiness
The Economist
Happiness

$59





$125









$125





$125





$59



$125





$125





$59





$125



$59



$125



$125



DECOY

$59



A

$125

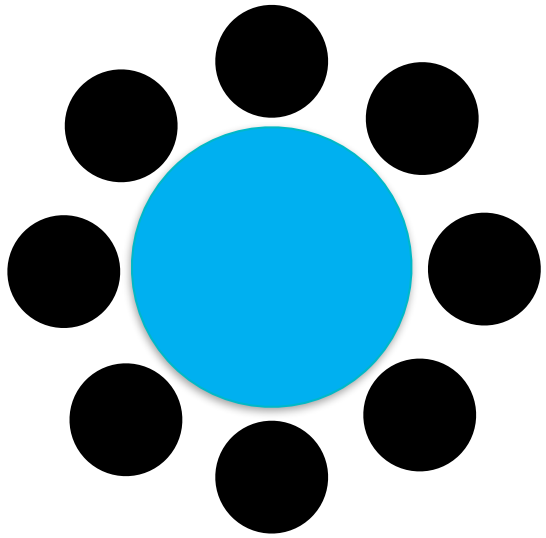


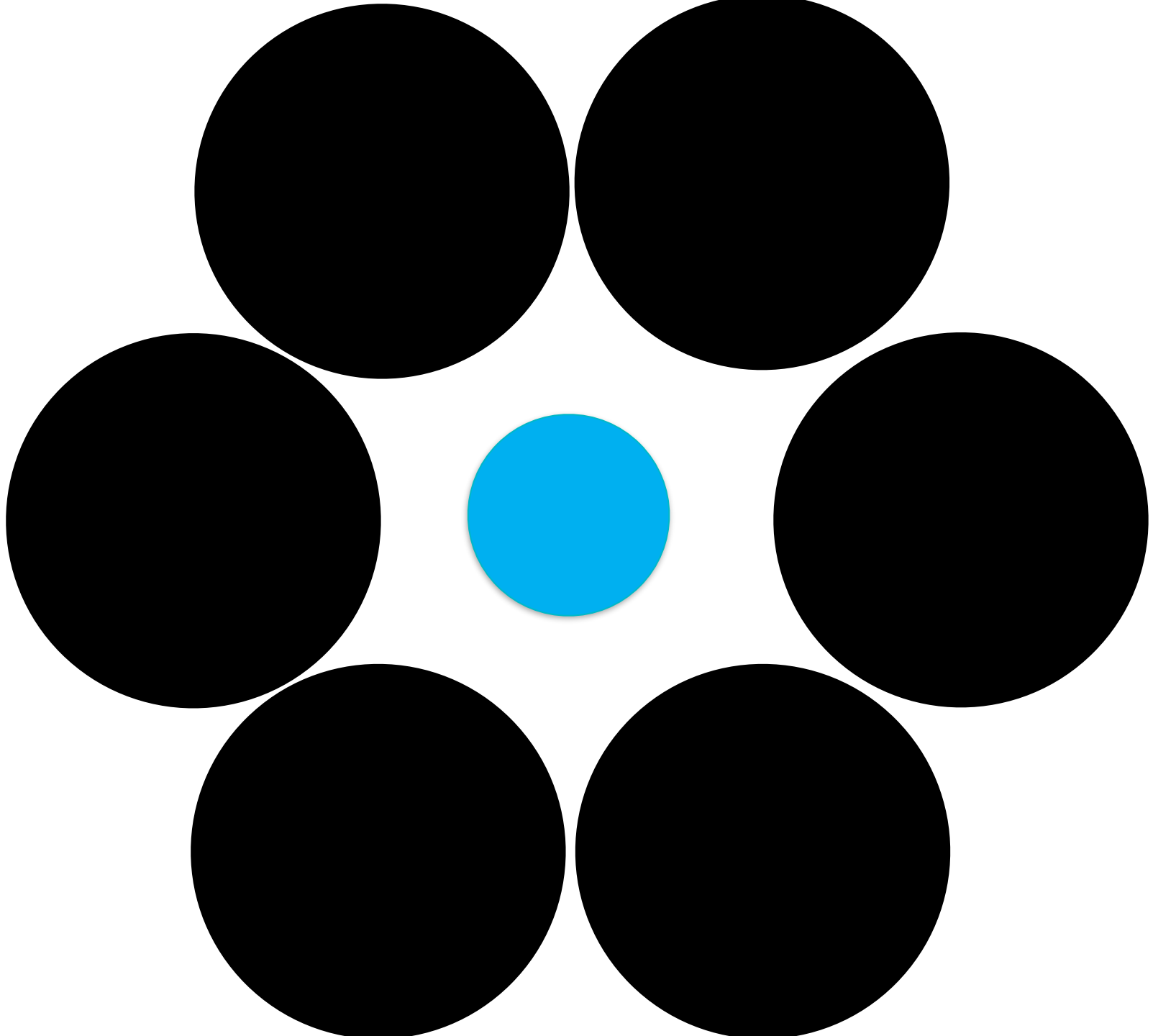
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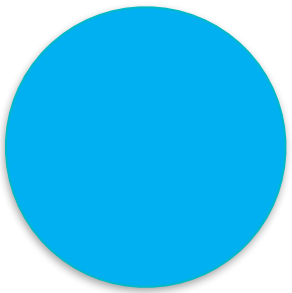
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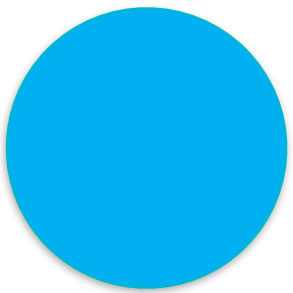


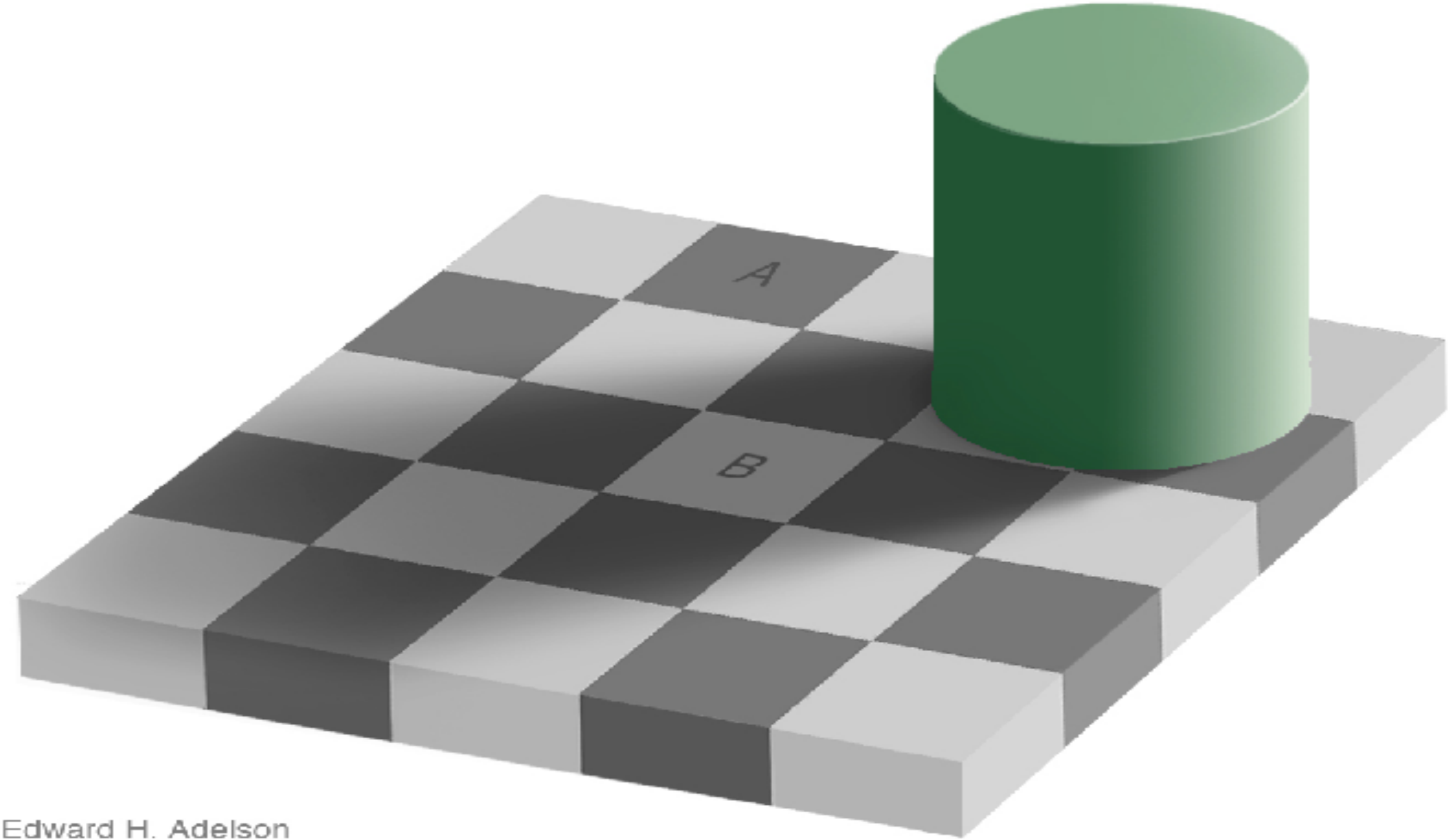
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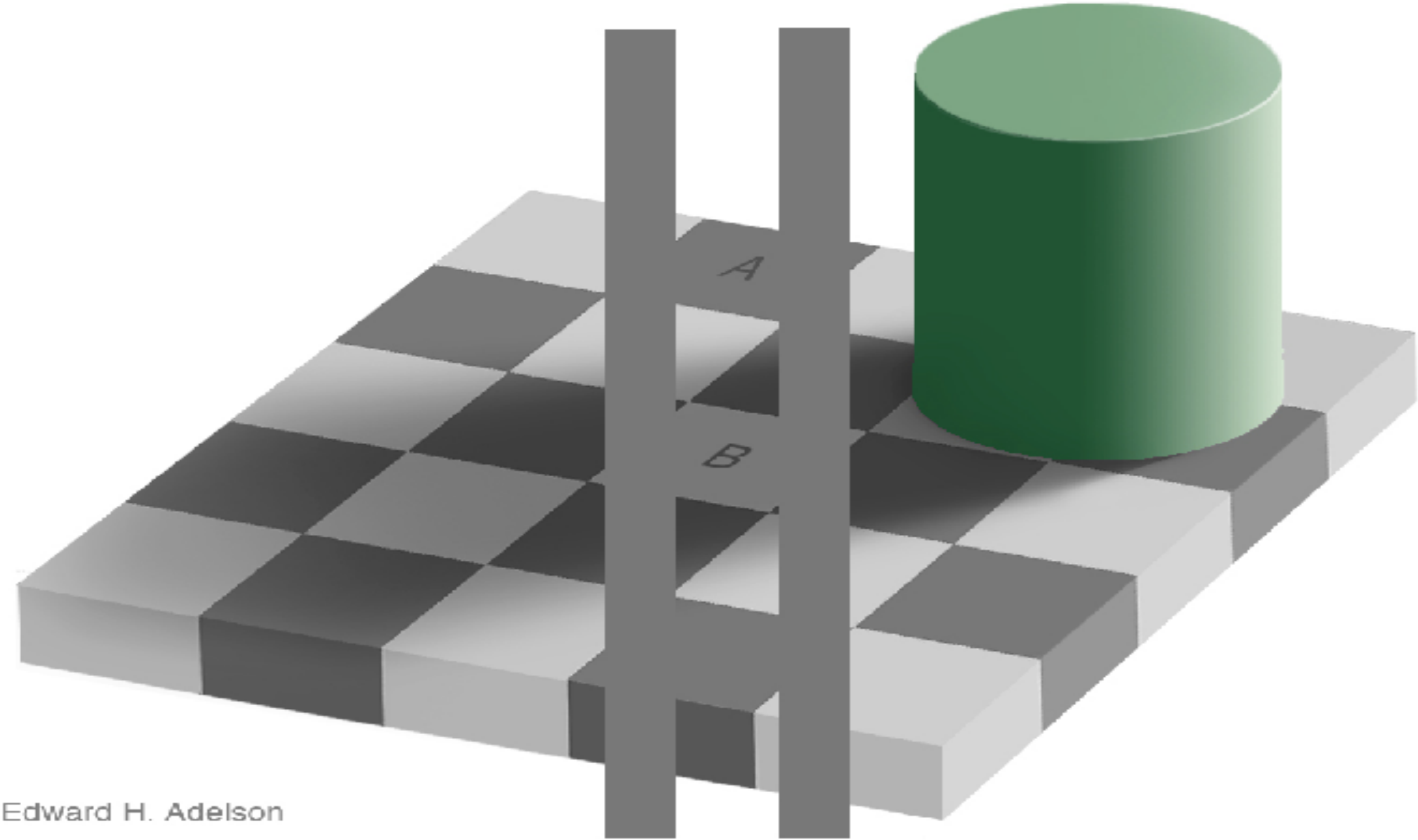






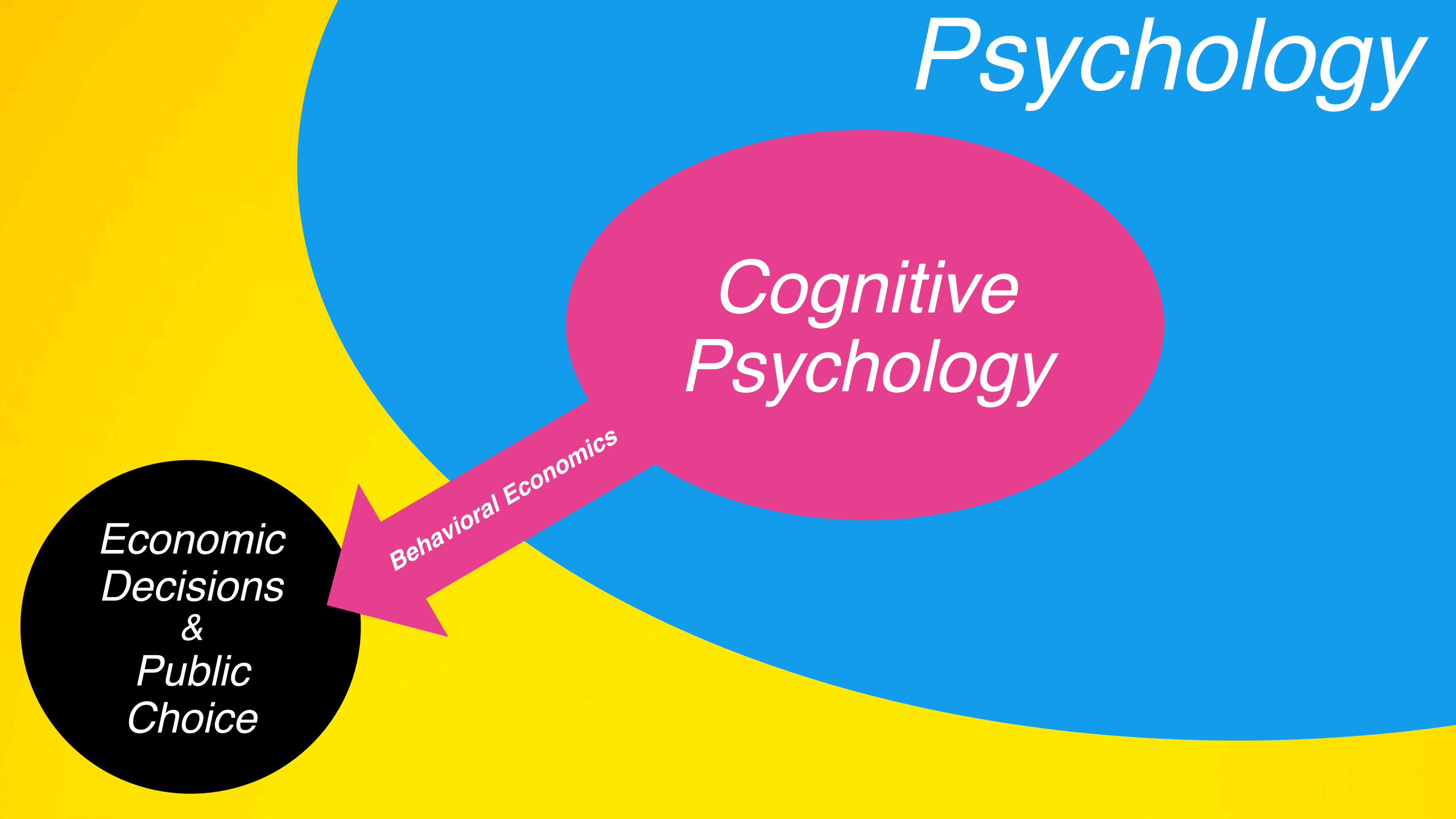


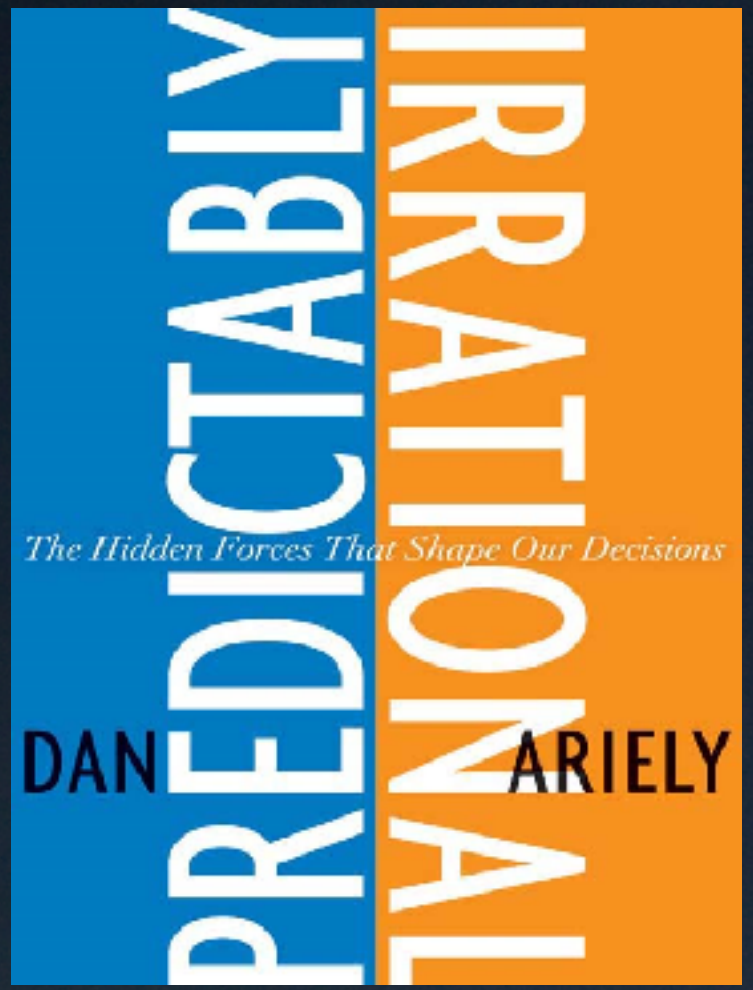
Edward H. Adelson

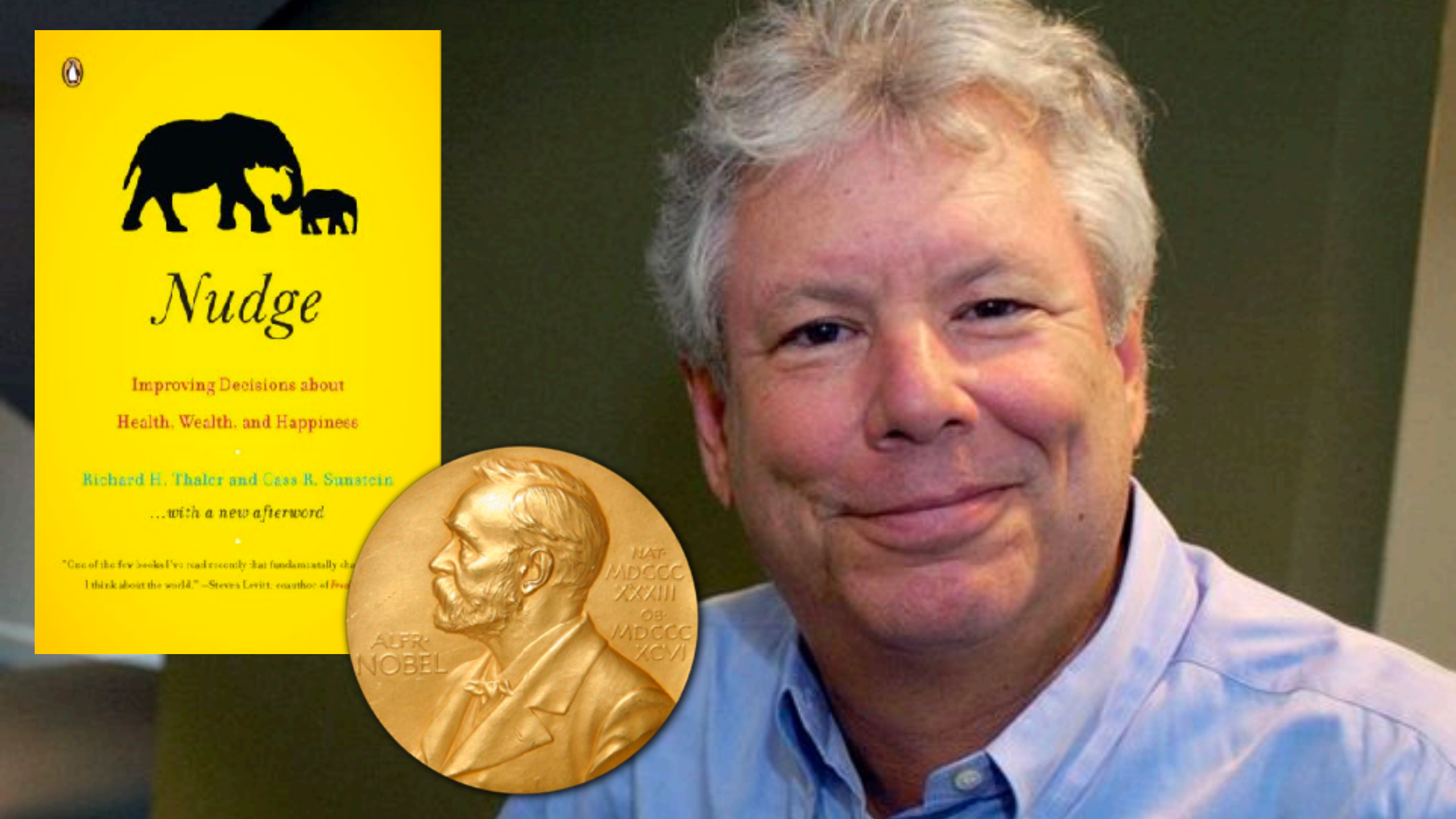


Edward H. Adelson

Cognitive biases are like optical illusions of behavior. We call them Cognitive Illusions


Psychology
Cognitive Psychology
Behavioral Economics
Economic Decisions & Public Choice


PREDICTABLY
IRRATIONAL
The Hidden Forces That Shape Our Decisions
DAN
ARIELY


Nudge
Improving Decisions about
Health, Wealth, and Happiness
Richard H. Thaler and Cass R. Sunstein
...with a new afterword
NAT·
MDCCC
XXXIII
OB·
MDCCC
XCVI
ALFR·
NOBEL



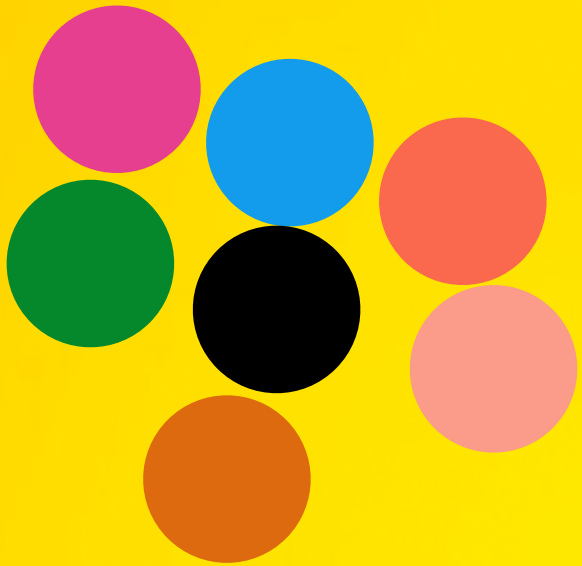
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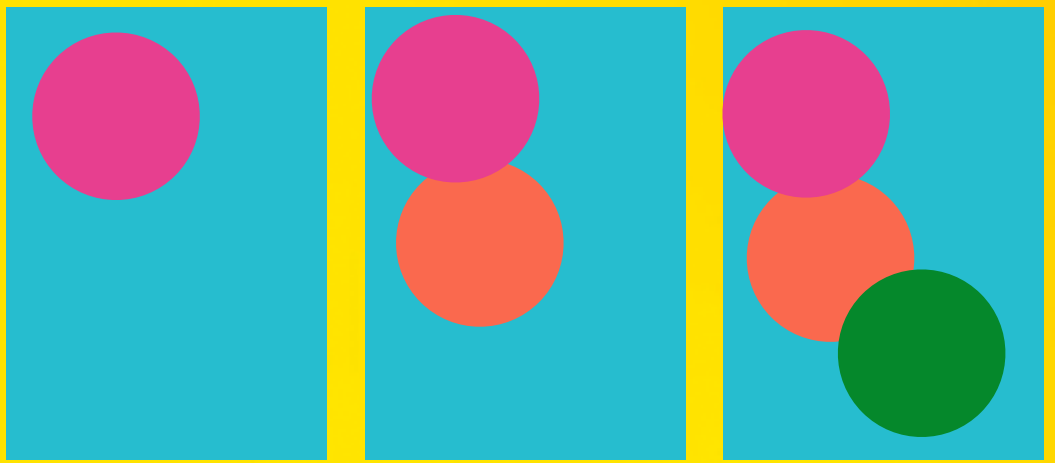
Images courtesy of Shutterstock



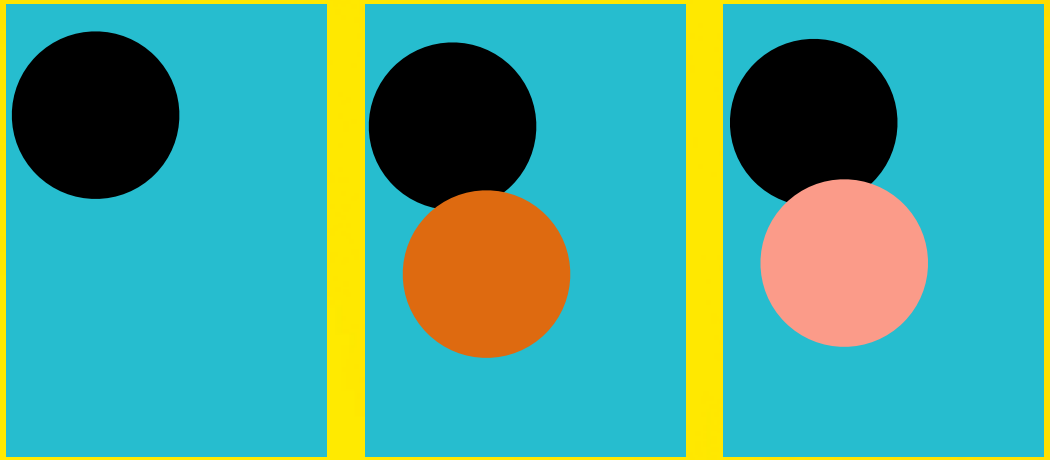
511

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DIGITAL personalisation

Images courtesy of Shutterstock

Dosage

I (personalisation)

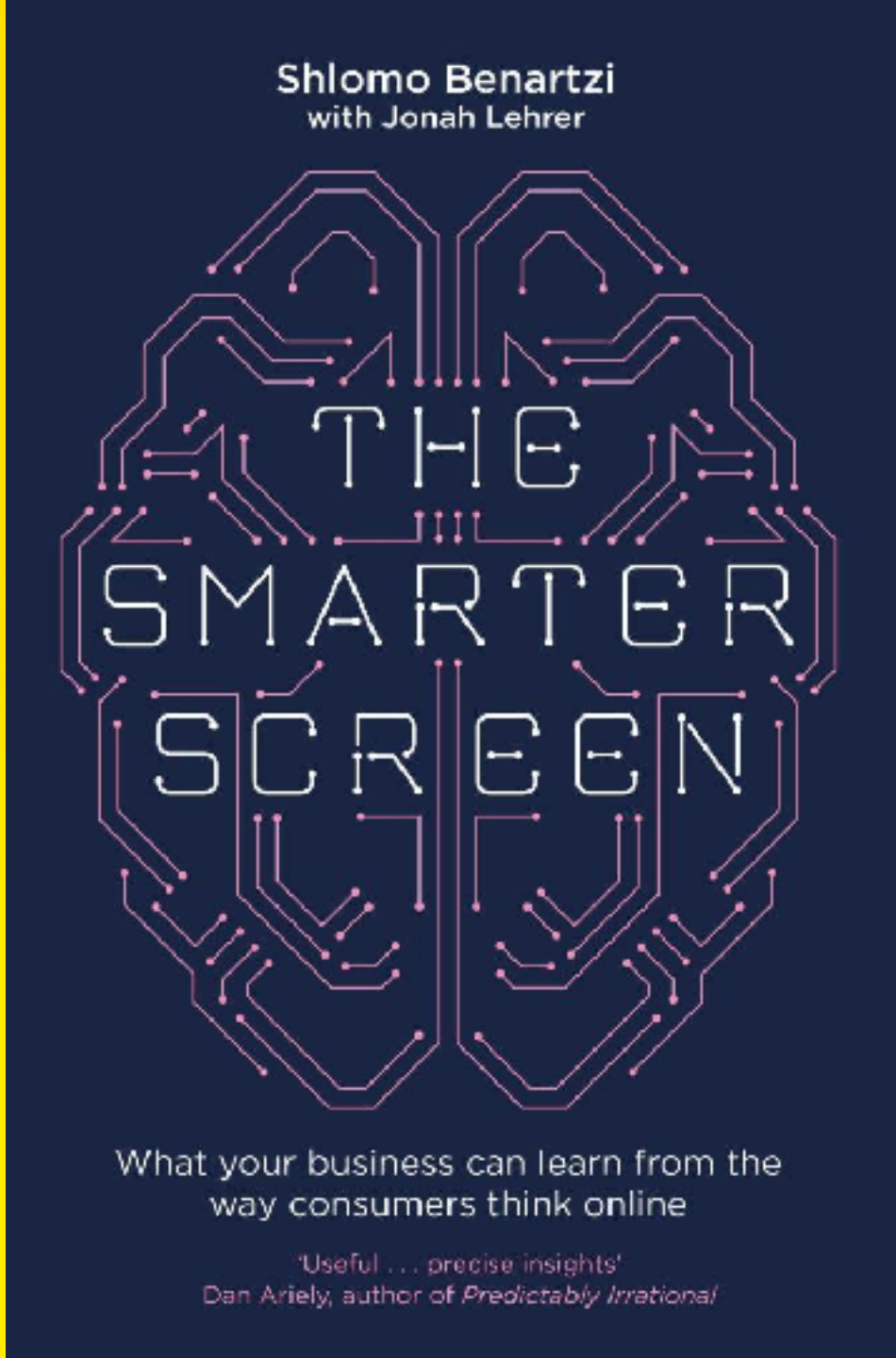
Good

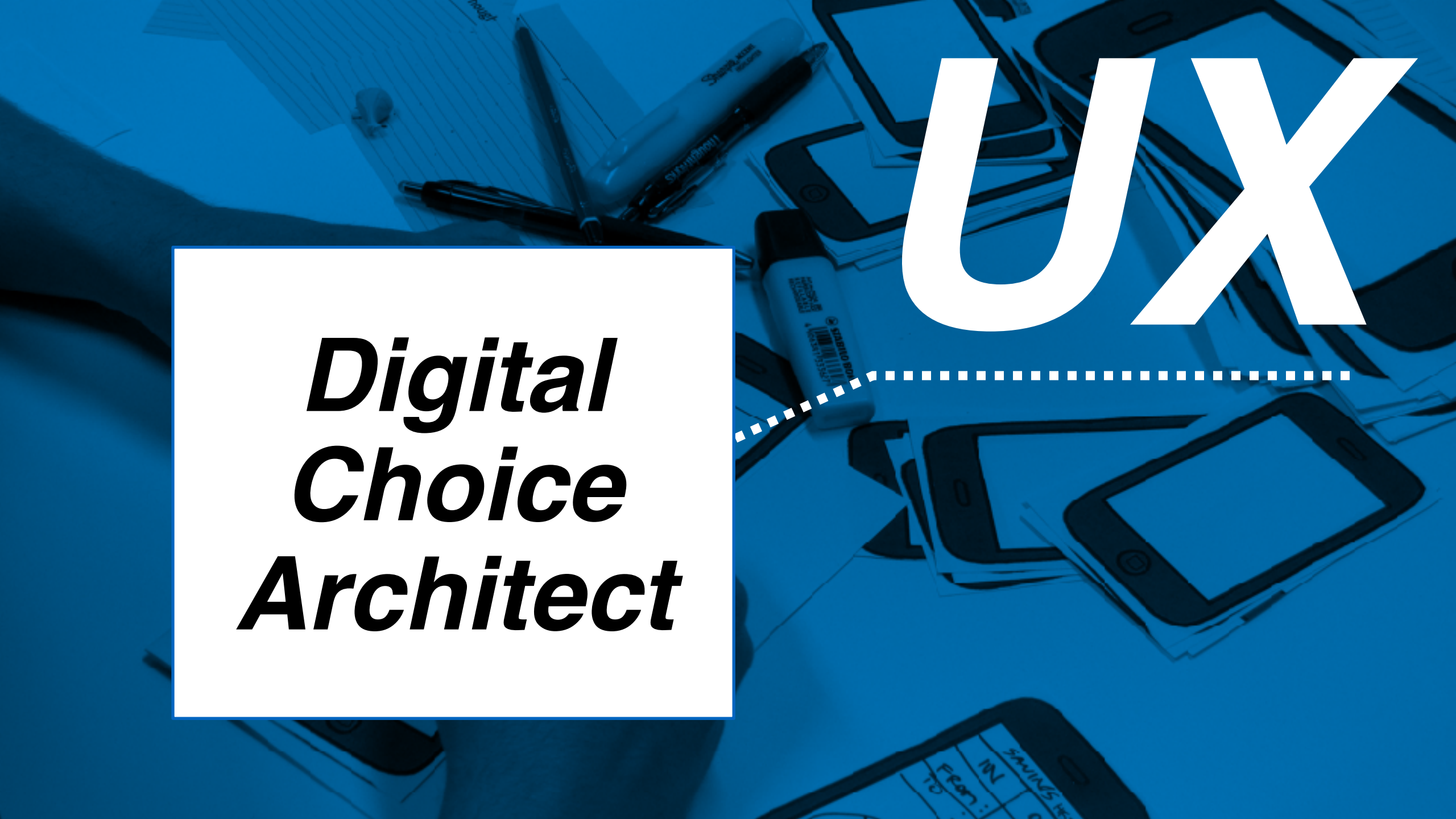
I ntuitive

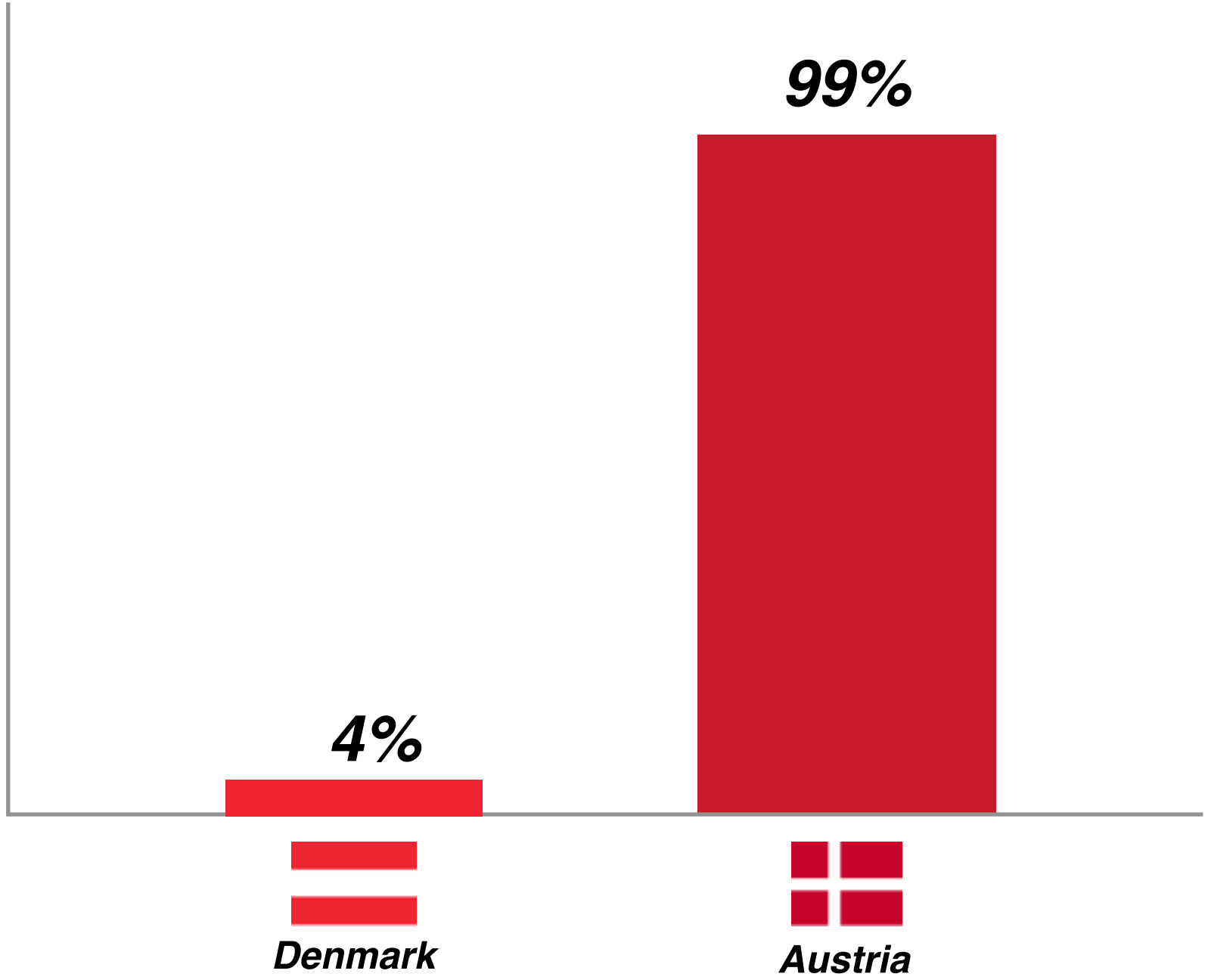
T iming

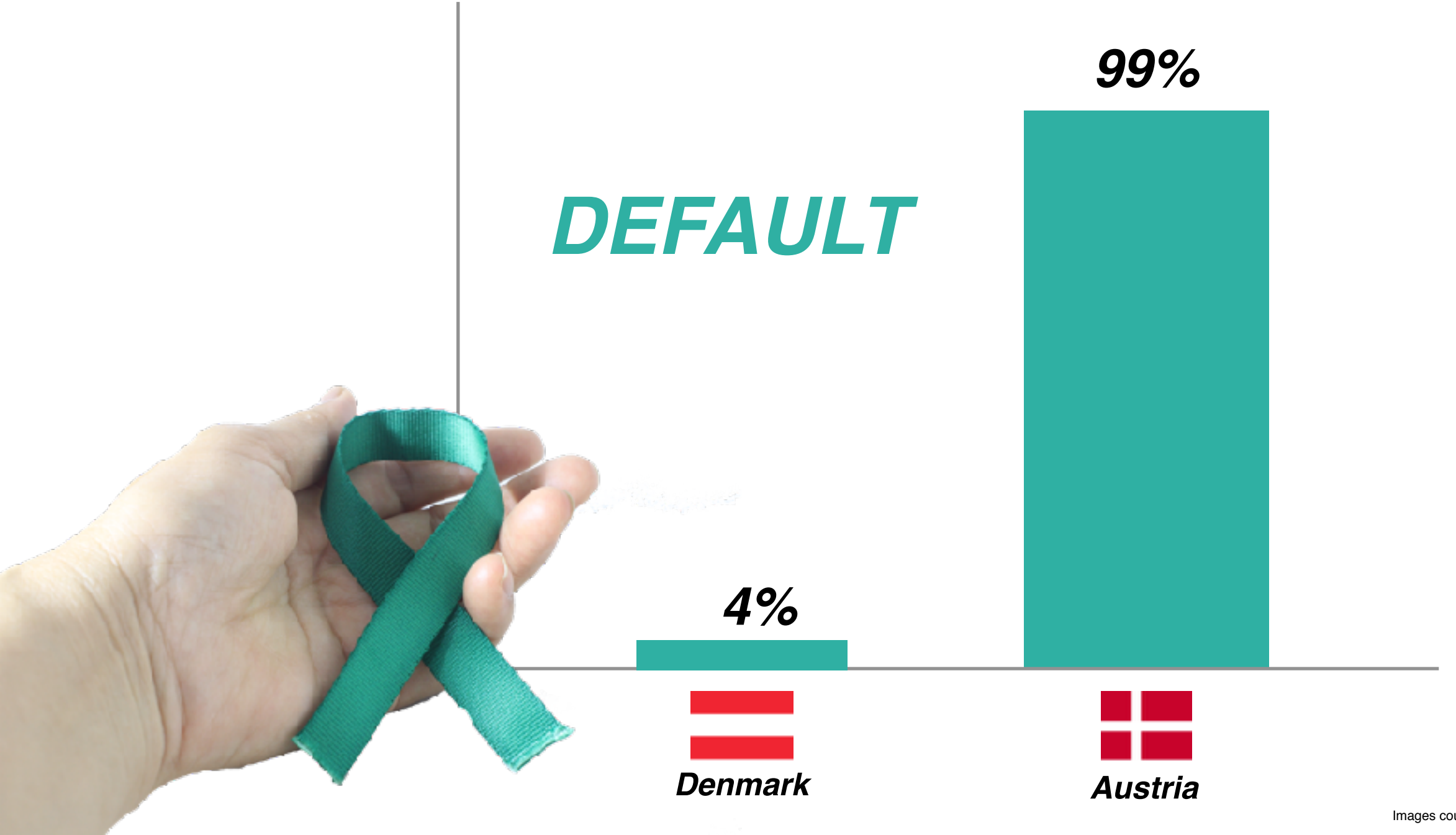
A ctionable

L earn



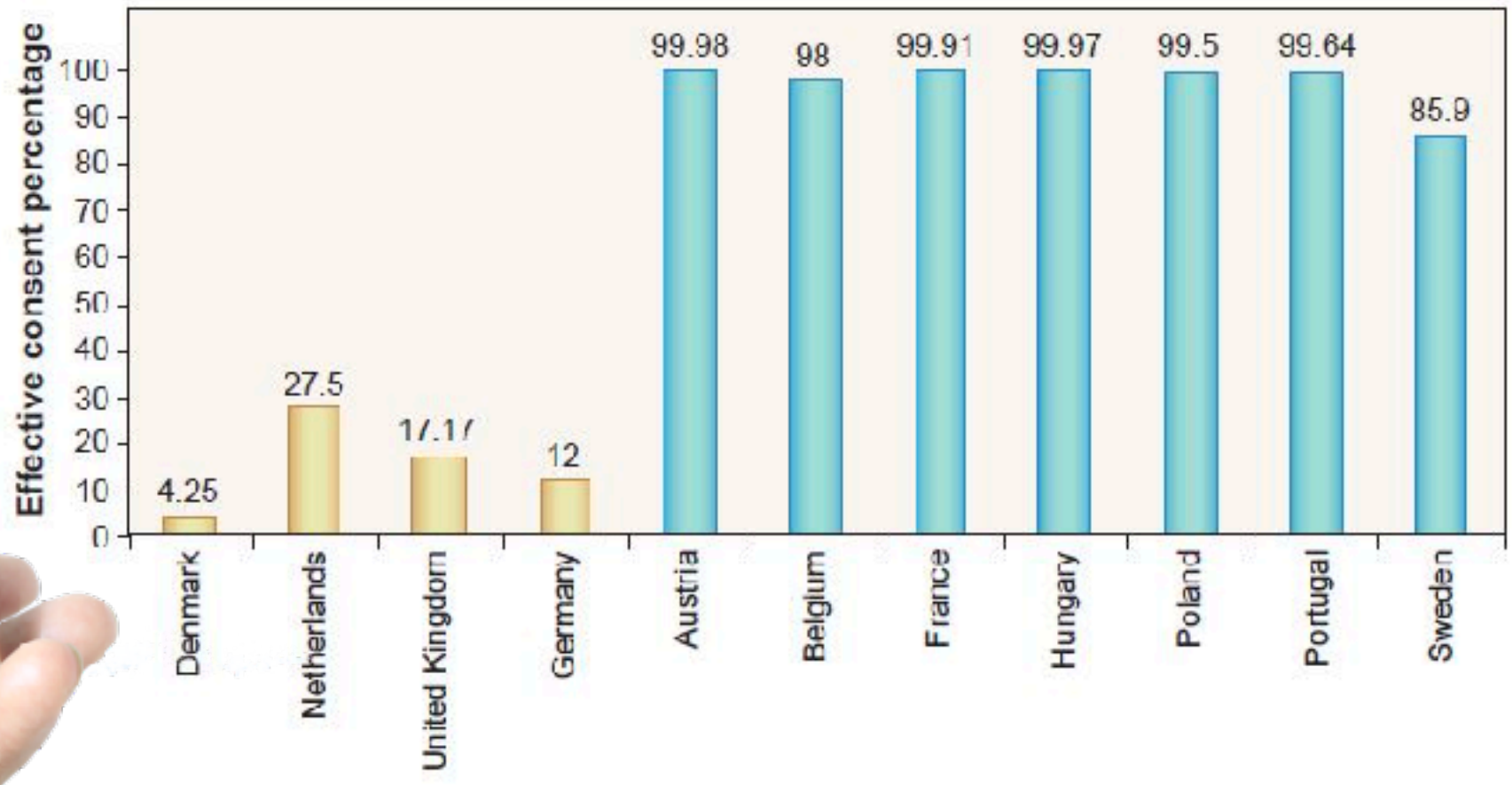

UX
Digital
Choice
Architect


99%
4%
Denmark
Austria



Images courtesy of Shutterstock





Effective consent rates, by country. Explicit consent (opt-in, gold) and presumed consent (opt-out, blue).

Images courtesy of Shutterstock

NETFLIX

Congrats! You got a gift of Netflix!

Secur

Redeem your gift of A$71.94 towards your Netflix monthly subscription.

Create a new account

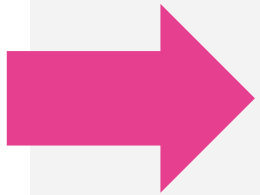
Start your gift with a new account.

First Name: Fabio

Last Name: Pereira

Email Address: fabiopereira.me@gmail.com

Choose a password (4-60 characters): ••••••••



☐ Please do not email me Netflix special offers.

☐ I am at least 18 years old, and agree to the Terms of

OR

Already a member?

Sign in to apply your gift to your Netflix account.

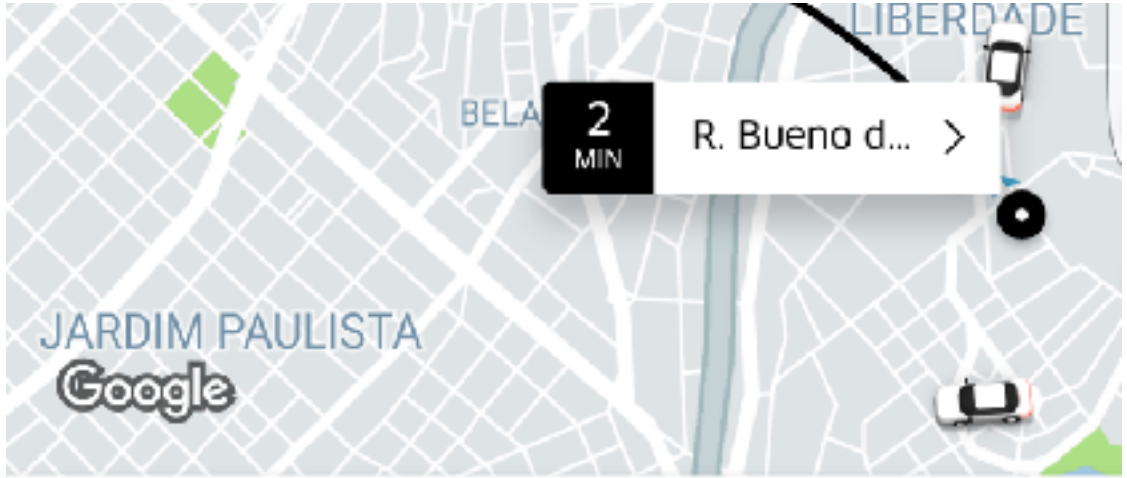
Email Address

Password forgot password

☑ Remember me on this device.[?]

Sign In

Or use Facebook



Economy

Prem

POOL

POOL
BRL10.28

uberX
BRL17.13

SELECT
BRL19.36

•••• 0448

1-2

REQUEST POOL

The power and responsibilities of defaults



bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla
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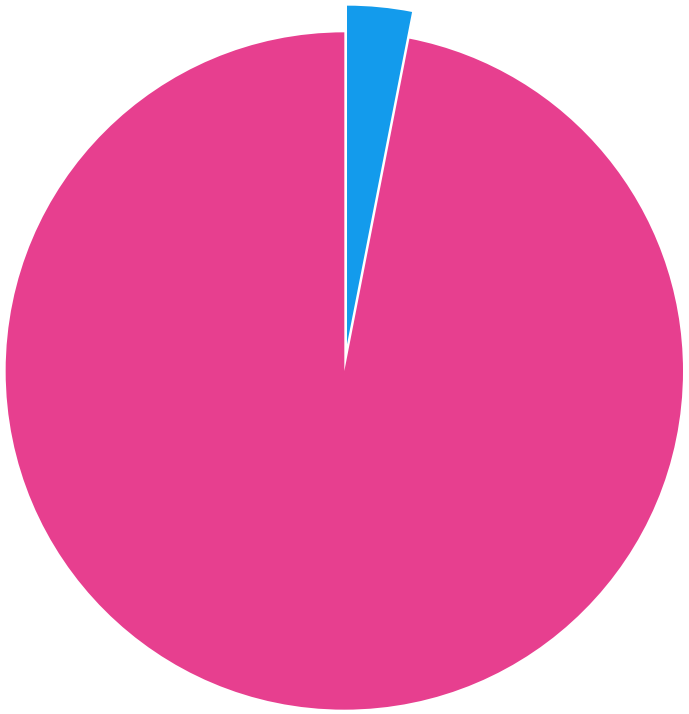
When you signed up to GOTO Berlin you accepted to delegate all your decisions to the members of the organising Committee. It is easy to opt-out click here

bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla
bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla bla
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When you signed up to GOTO Berlin you accepted to delegate all your decisions to the members of the organising
committee. It is easy to opt-out click <u>here</u>


TEDx
JoãoPessoa
35.000
AndreaMachadoPhotos

Ao se inscrever no TEDxJoãoPessoa, você está automaticamente cedendo o poder de todas as decisões que você vai tomar na sua vida ao speaker que vai falar sobre decisões. Caso você não queira ceder, é fácil, basta pedir pra sair aqui neste link: http://tiny.cc/TEDxJoaoPessoaDecisoes

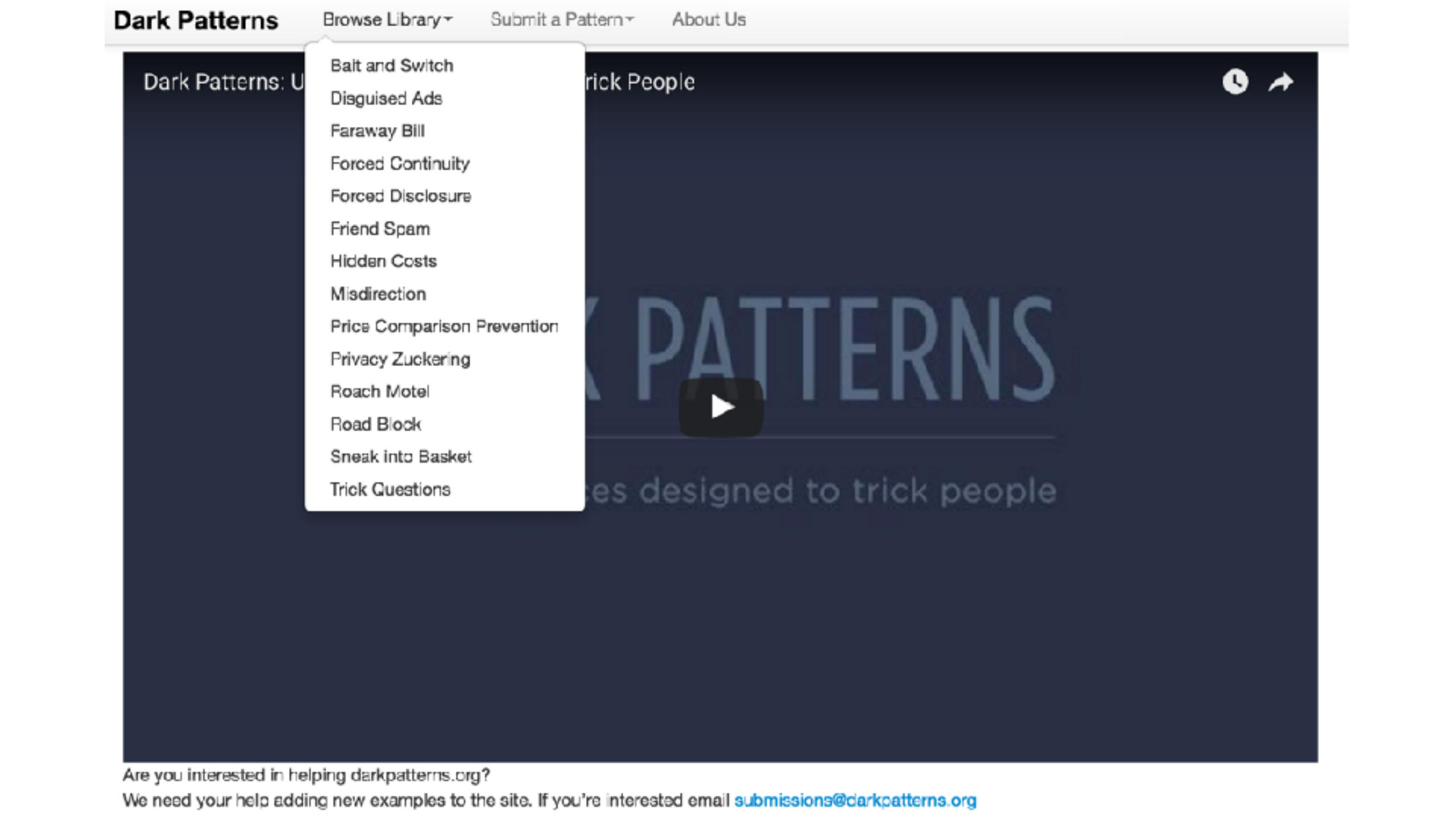


13



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

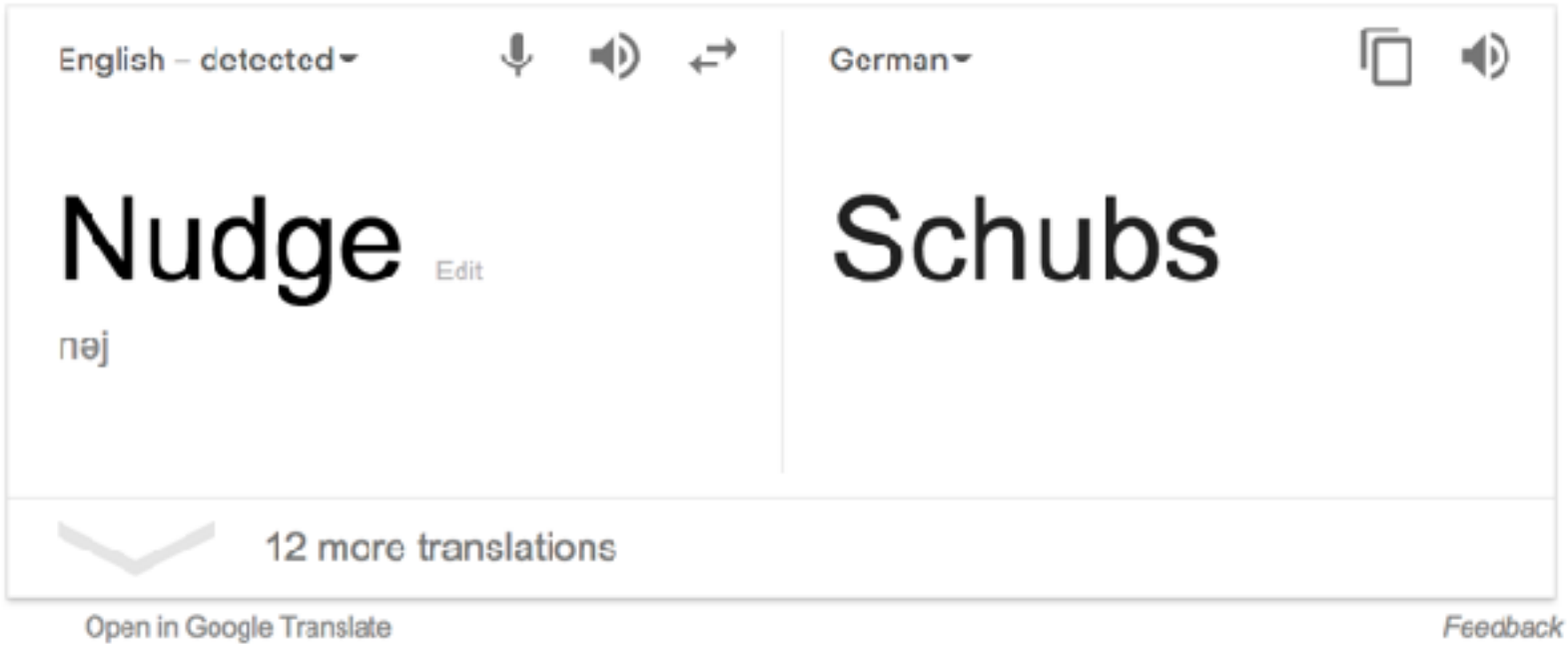



Creamer

Digital Defaults

- *Checkboxes*
- *Dropdown*
- *Autocomplete*
- *Search Results*
- *Default settings*
- *Timelines*
- *Call to Action*





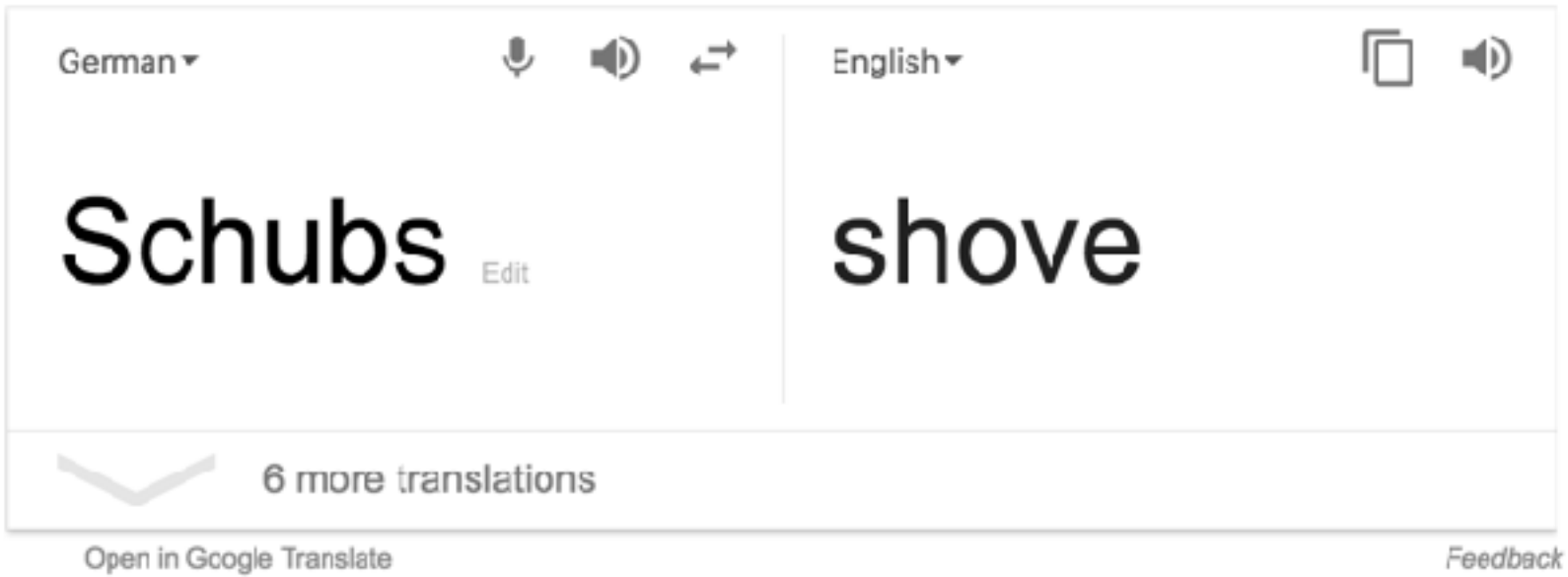
der **Stups**
nudge, jog

der **Stoß**
shock, impact, push, kick, joint, nudge

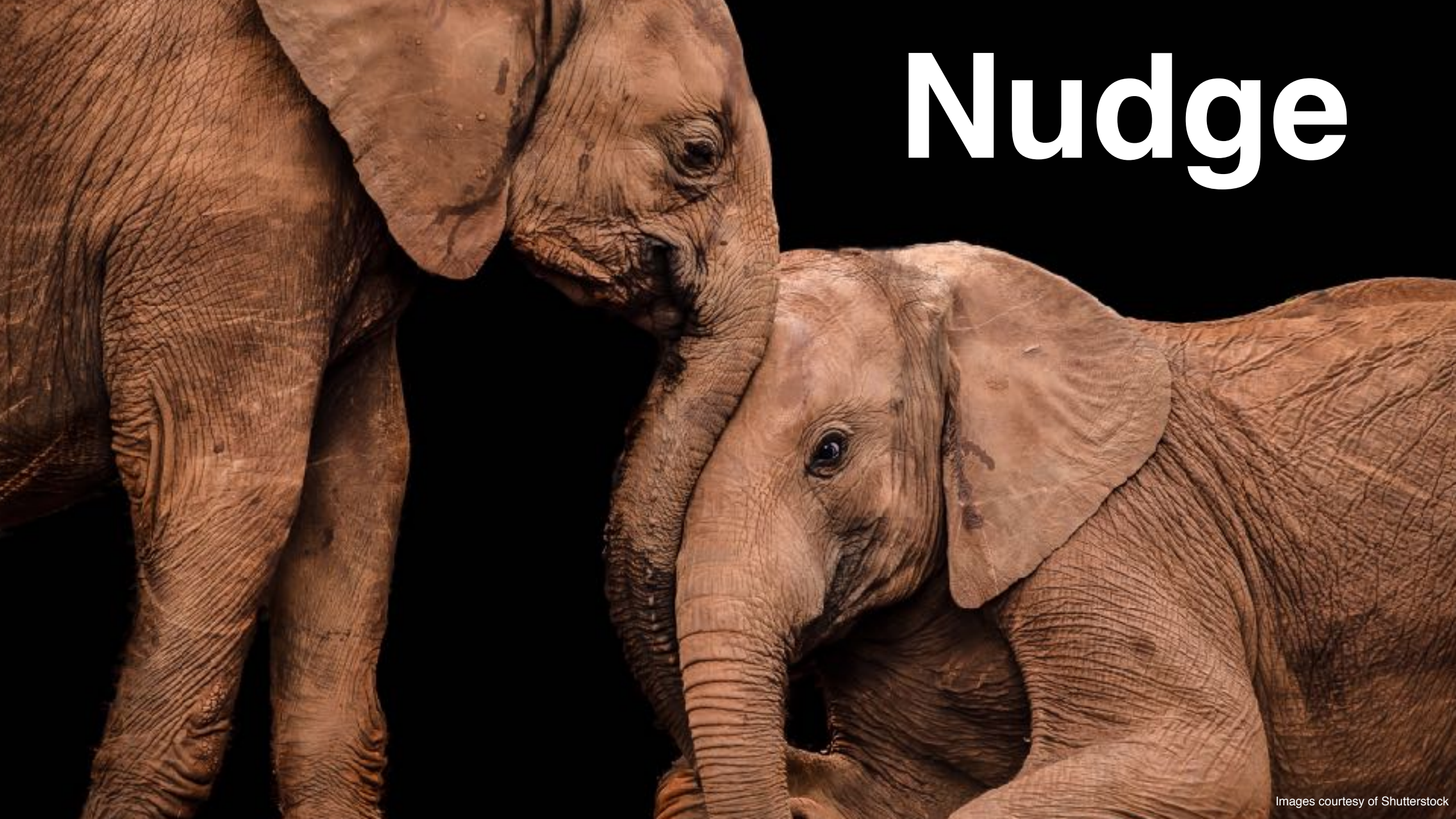
der **Schubser**
shove, nudge

der **Knuff**
nudge, bop, prod

der **Puff**
puff, pouf, brothel, whorehouse, bang, nudge


German
English
Schubs
Edit
shove
6 more translations
Open in Google Translate
Feedback

Nudge



Images courtesy of Shutterstock



#Digital Nudge

www.digitalnudge.org



#Digital Nudge

www.digitalnudge.org


#DigitalNudge
SICOLOGIA POR TRÁS DA TRANSFORMAÇÃO
PEREIRA

Bat and Ball Experiment



www.flickr.com/photos/stavos52093

A bat and ball cost $1.10

The bat costs one dollar more than the ball

Ball ????



A bat and ball cost $1.10

The bat costs one dollar more than the ball

Ball $0.10

Bat $1.10
Total $1.20



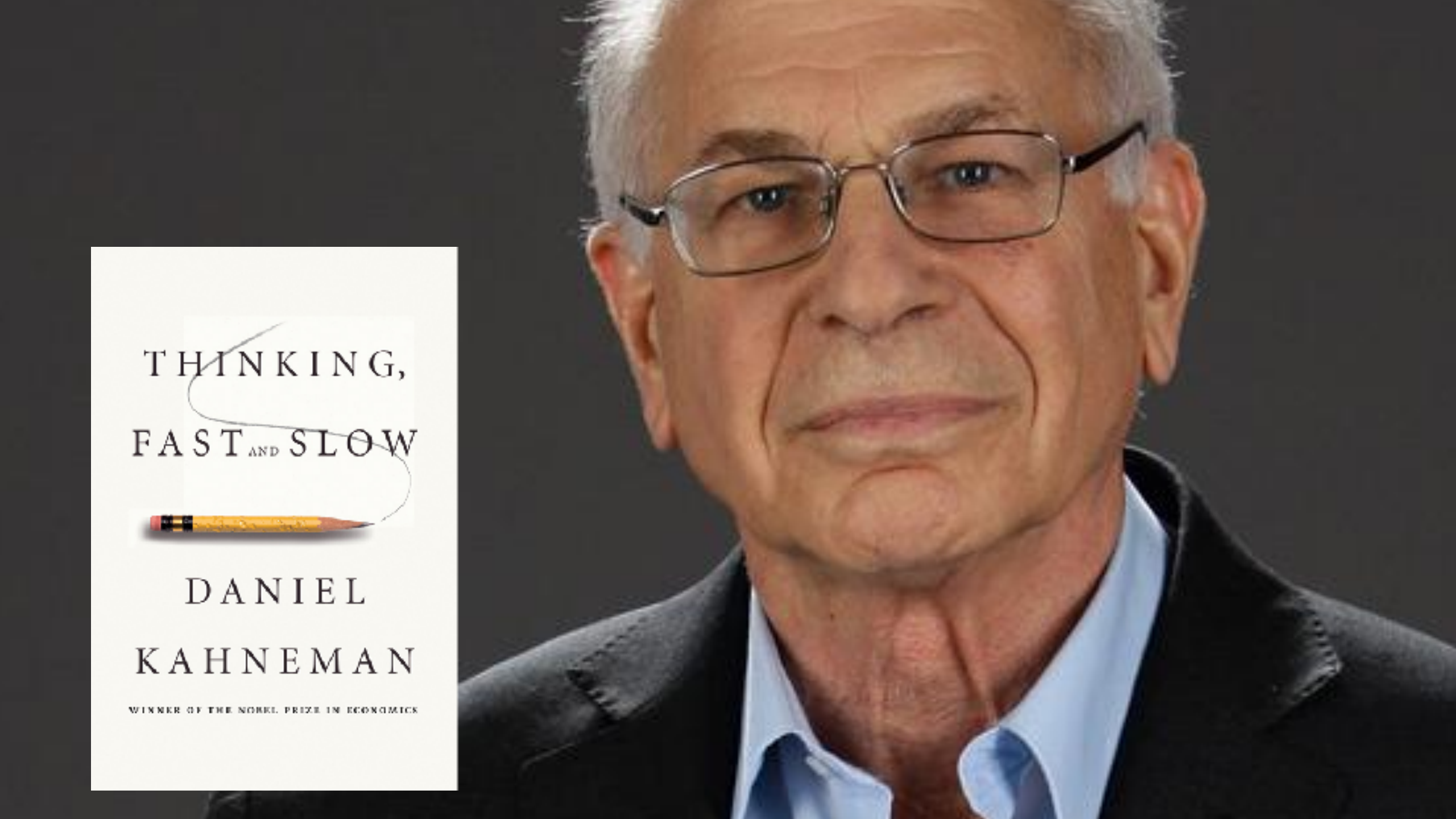
A bat and ball cost $1.10

The bat costs one dollar more than the ball

Ball $0.05

Bat $1.05
Total $1.10




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

2017 This Is What Happens In An Internet Minute





ThoughtWorks®











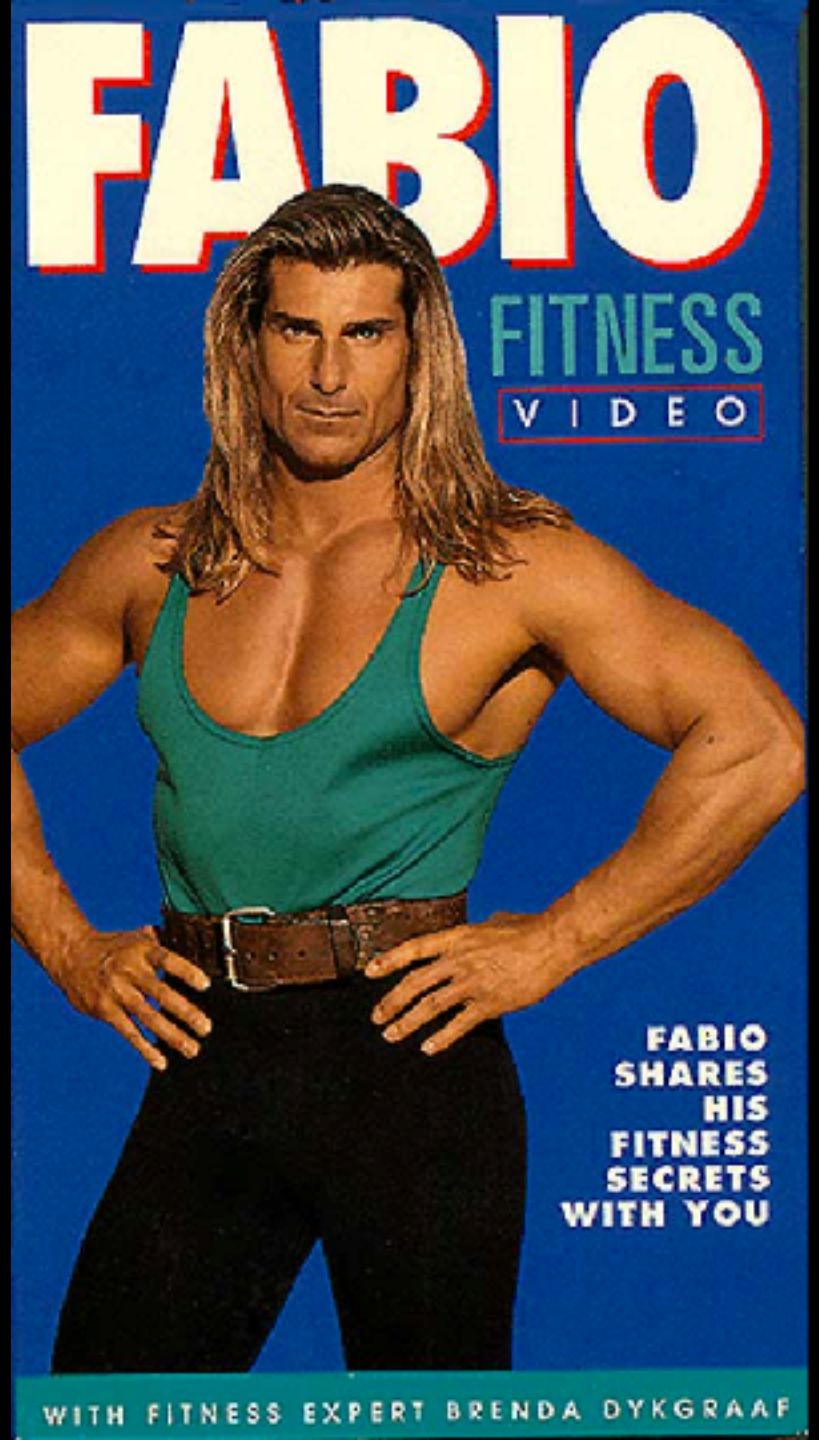
ThoughtWorks®

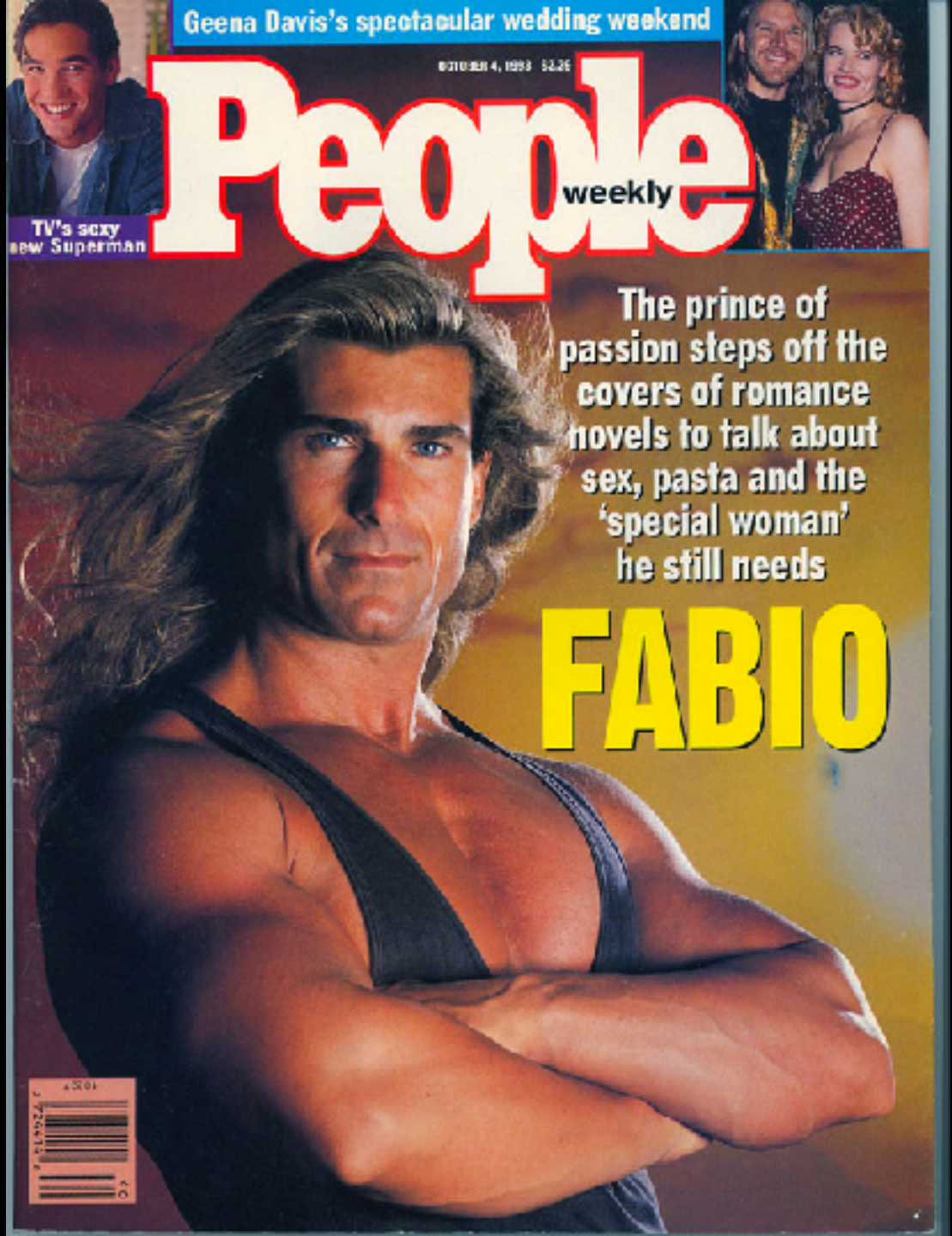



Ronaldo

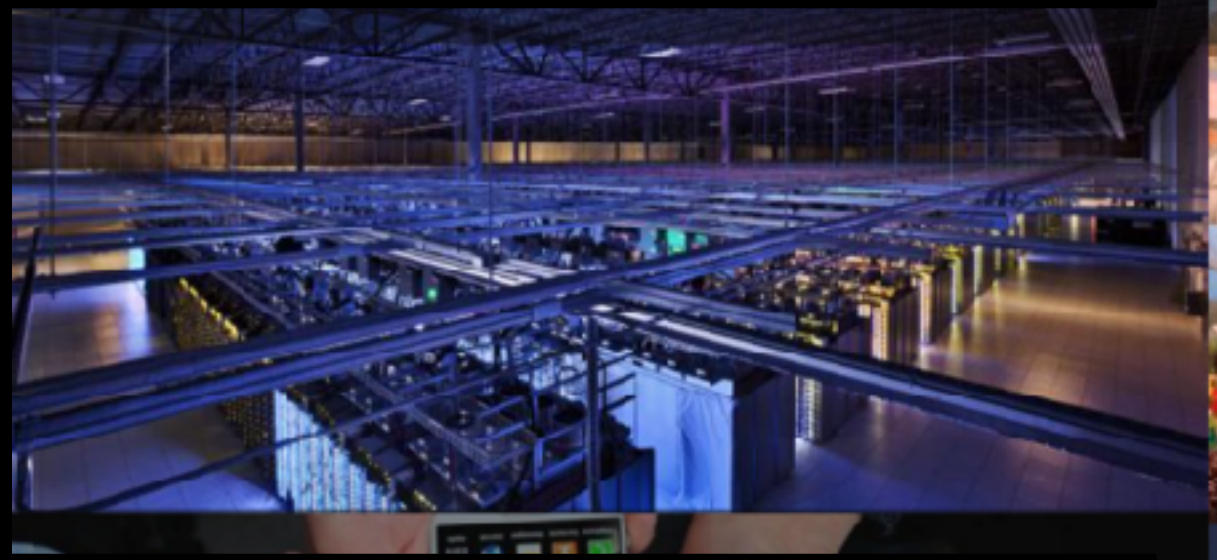




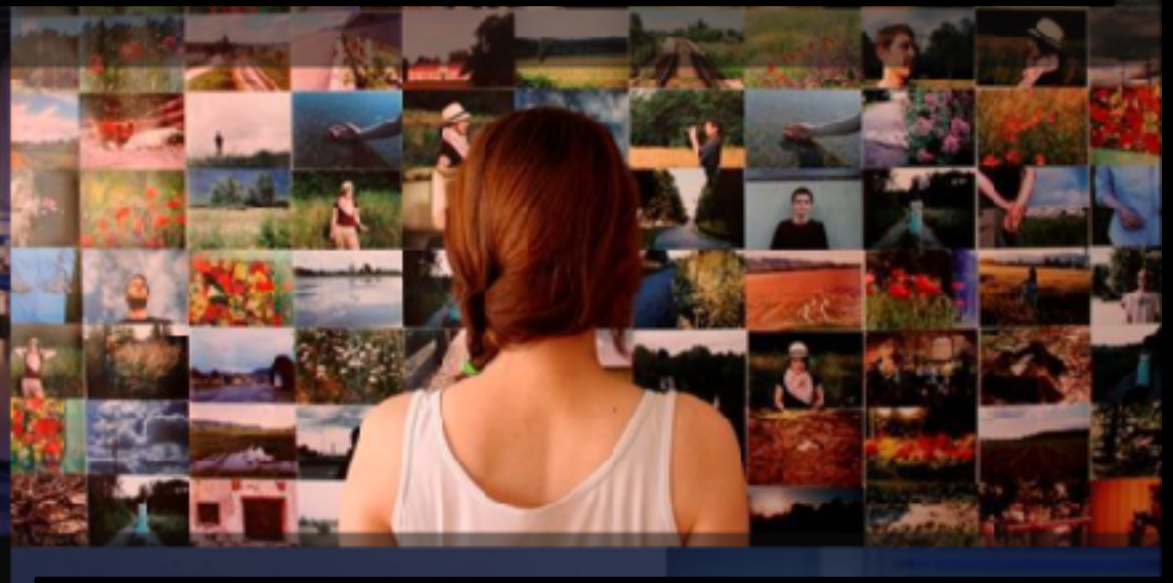

FABIO
FITNESS
VIDEO
FABIO SHARES HIS FITNESS SECRETS WITH YOU
WITH FITNESS EXPERT BRENDA DYKGRAAF


Geena Davis's spectacular wedding weekend
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

90% of all today's data has been created 2 years ago



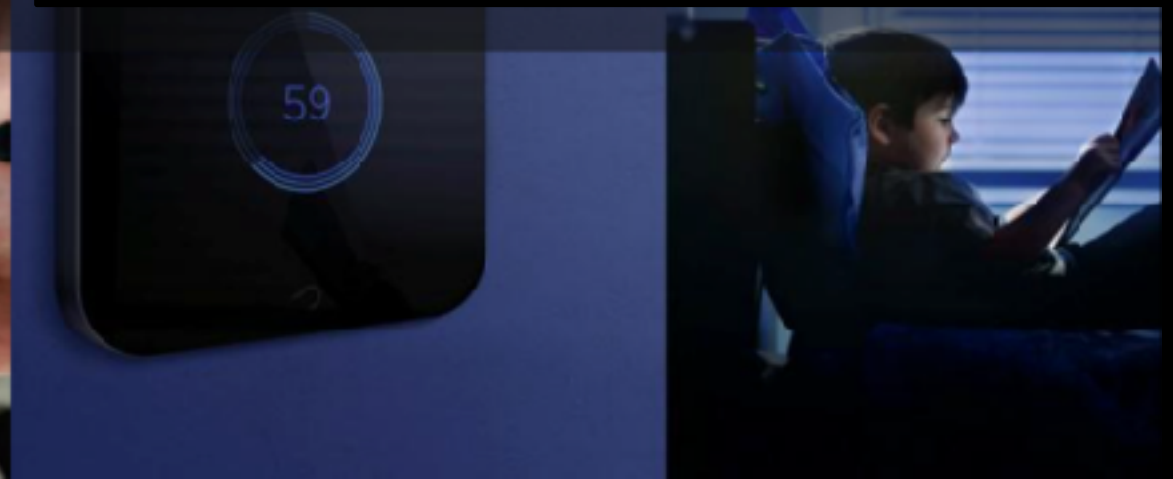
10% of all digital photos have been taken in the last 45 days



Brazil is the first country to have more than 1 mobile/person (1.38)



There are 16 Billion "things" connected to the internet



35000

Digital Decisions

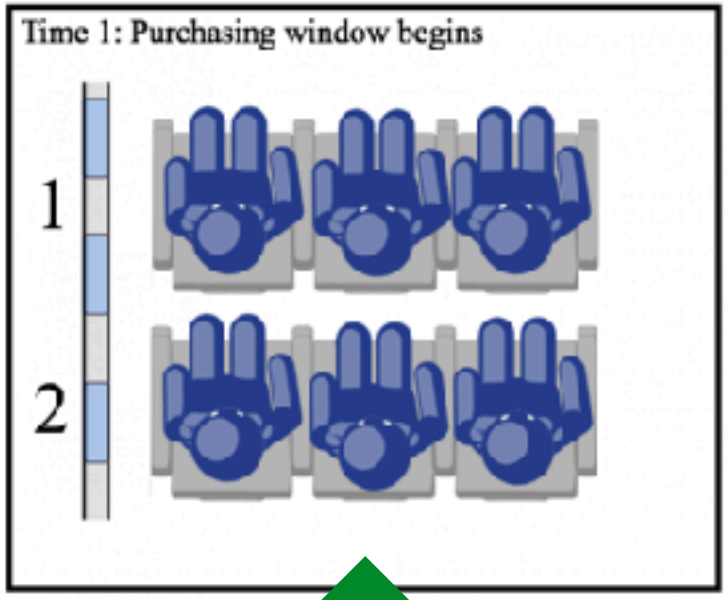


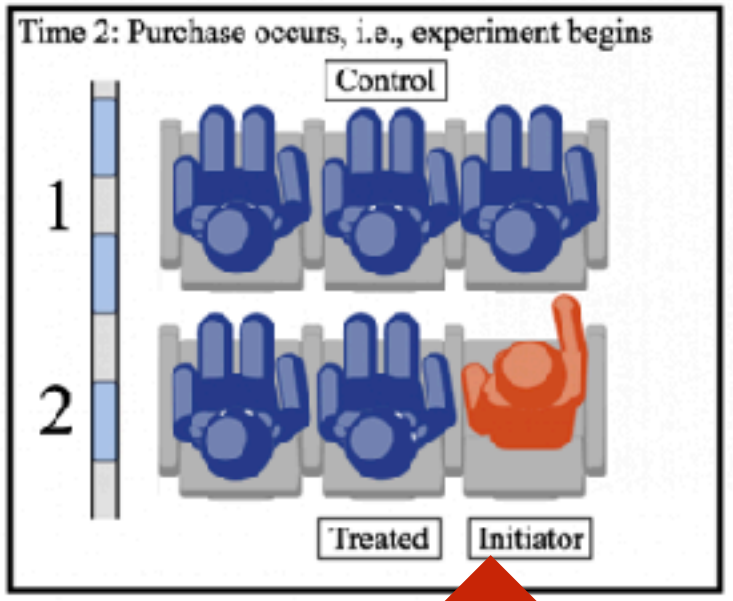
People around you control your mind

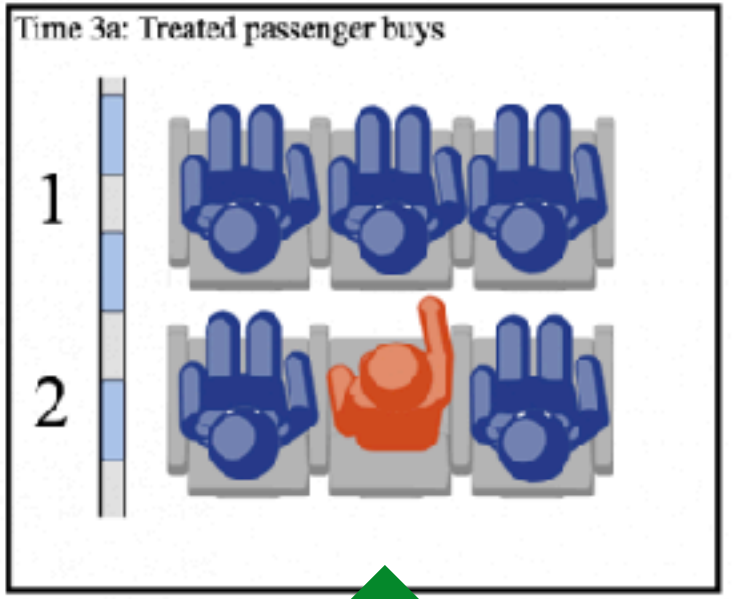
The Washington Post

https://www.washingtonpost.com/news/storyline/wp/2014/12/04/people-around-you-control-your-mind-the-latest-evidence/









YOU

Person next to you buys something

Your chances of buying jumps by

30%



1,966
flights

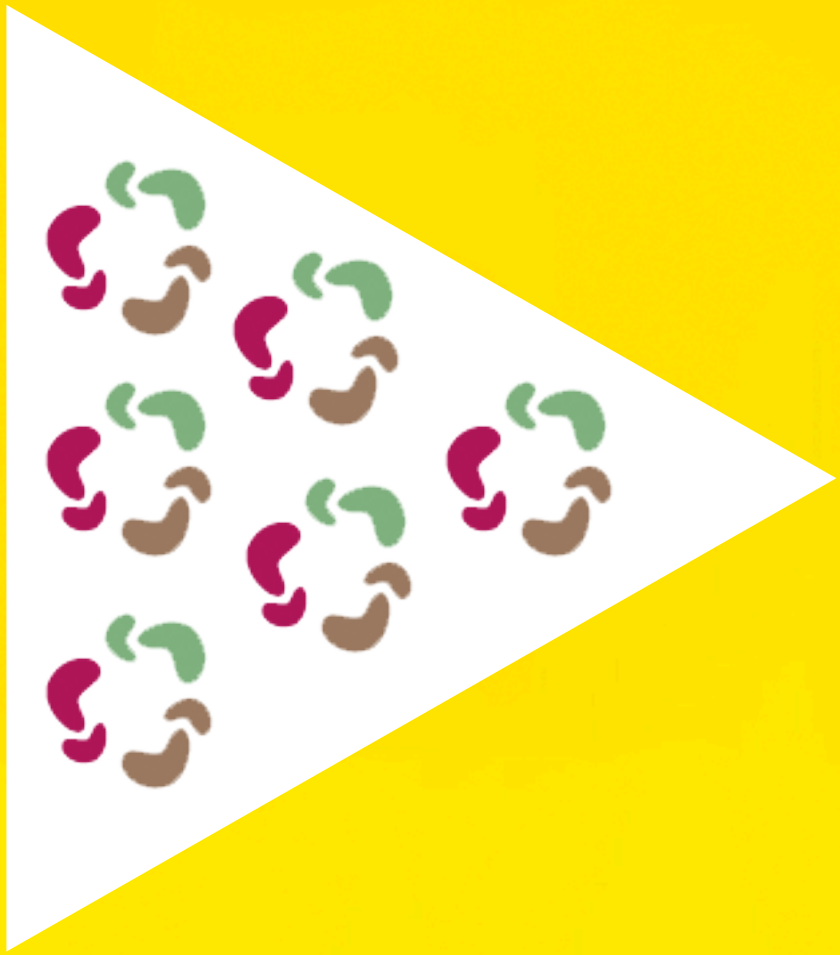


257,000
passengers



65,000
transactions





Your chances of buying jump by

30%

CUSTOMER BEHAVIOR DATA

THOUSANDS OF MINI EXPERIMENTS

DATA INSIGHTS

Lemonade™

Insurance that
doesn't suck

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Lemonade™

The world's first Peer to Peer insurance carrier

WE'VE REDESIGNED INSURANCE FROM THE GROUND UP
TO MAKE IT HONEST, INSTANT AND DELIGHTFUL

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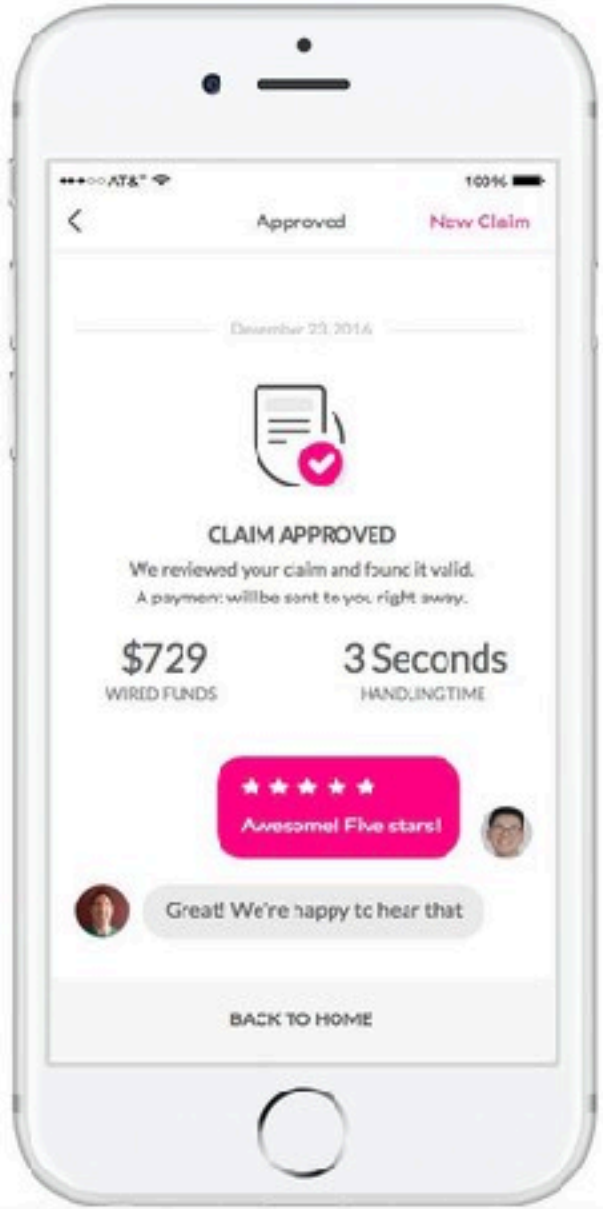
Lemonade

$13 million dollars to reinvent P2P insurance



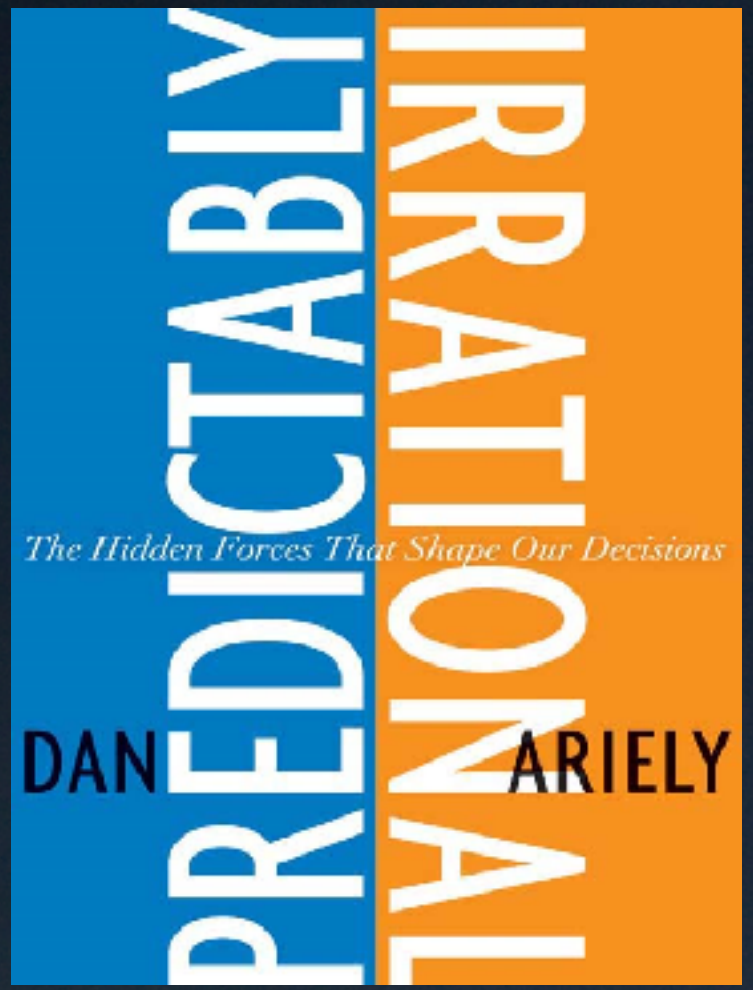
Insurance Uber!!!

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


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


INNOVATION LAB
Woolworths
ThoughtWorks


PREDICTABLY
IRRATIONAL
The Hidden Forces That Shape Our Decisions
DAN
ARIELY



Dan Ariely

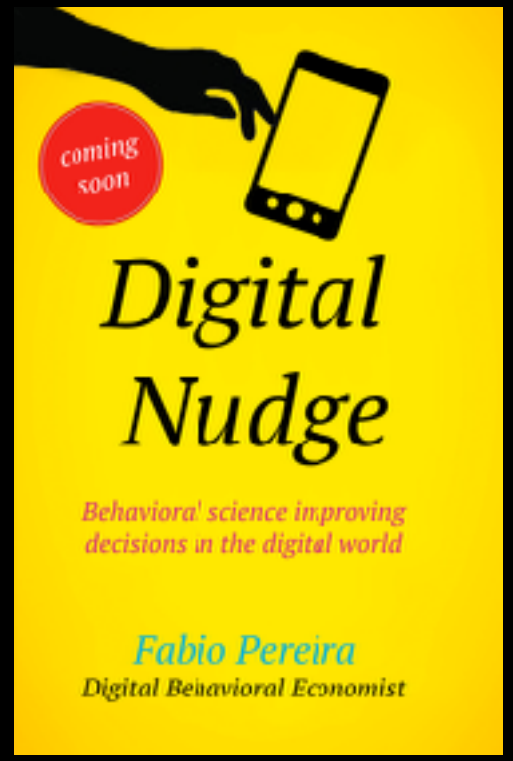
Chief Behavioral Officer - Lemonade




Dan Ariely
Chief Behavioral Officer - Lemonade
Lemonade


FABIO TERRINA



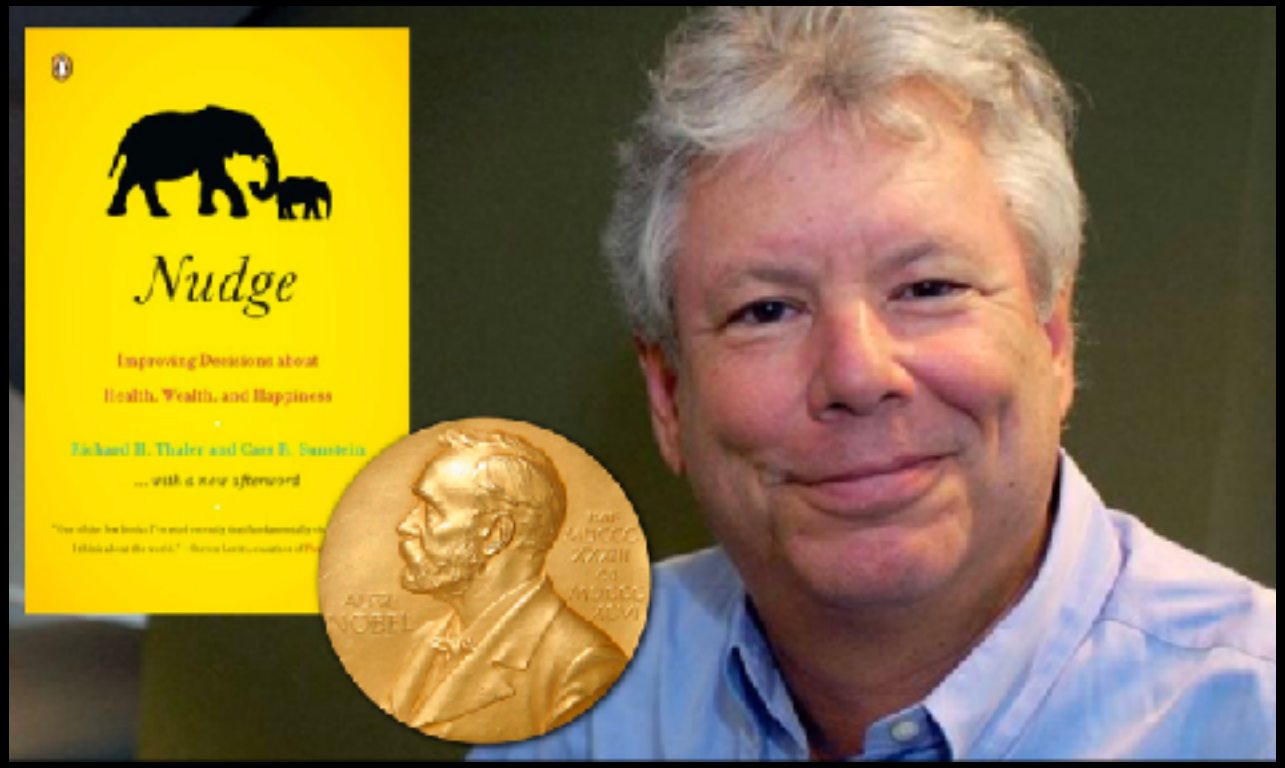


Dan Ariely <dan@danariely.com> 9/19/15

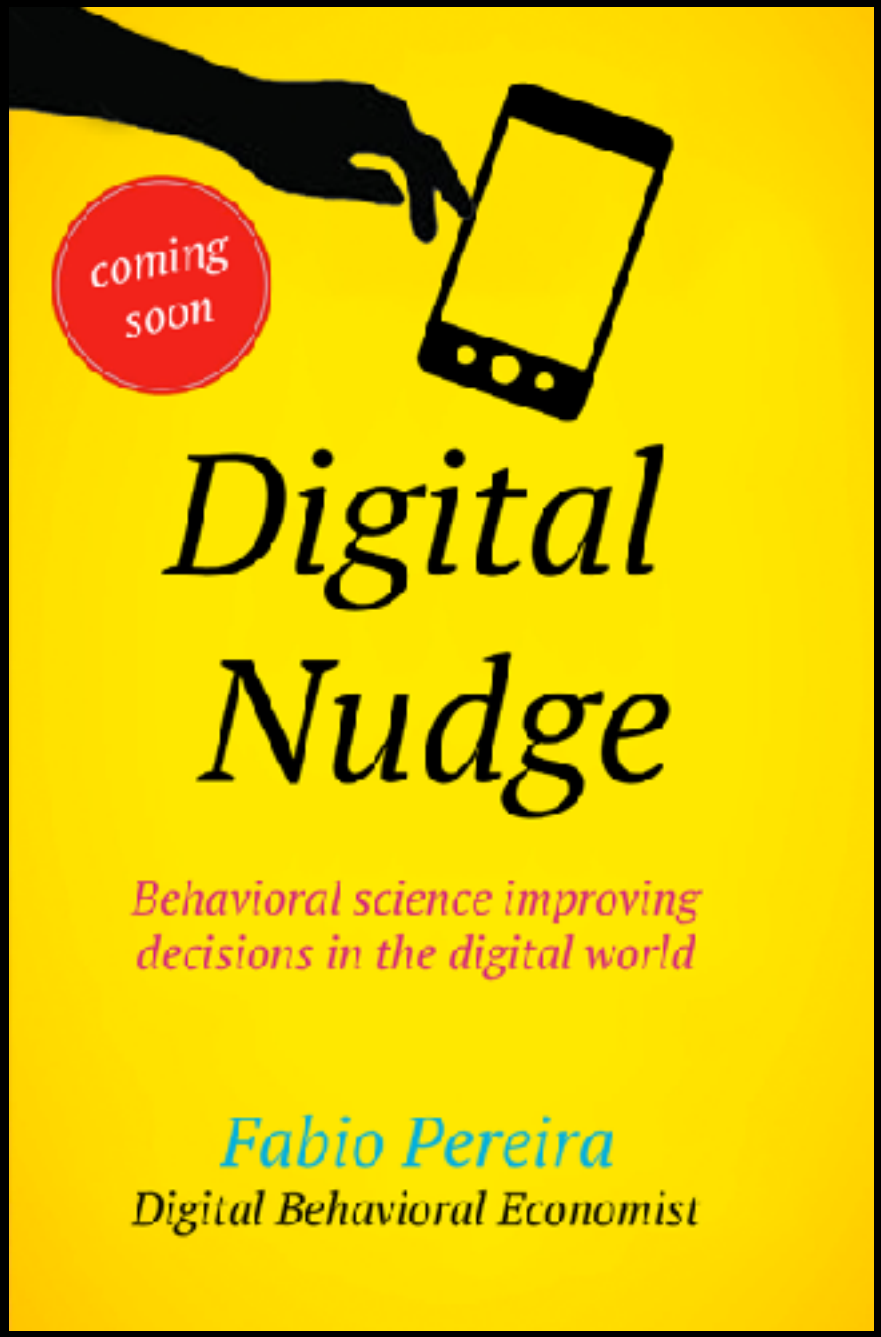
to me

Dear friend,

I am trying to save on typing (lots of challenges with my hands), so here is an audio recording of my reply .....



www.digitalnudge.org





Images courtesy of Shutterstock

2 Types of Influence

Persuasion

Getting people to do things ***they want or need to do***

Coercion

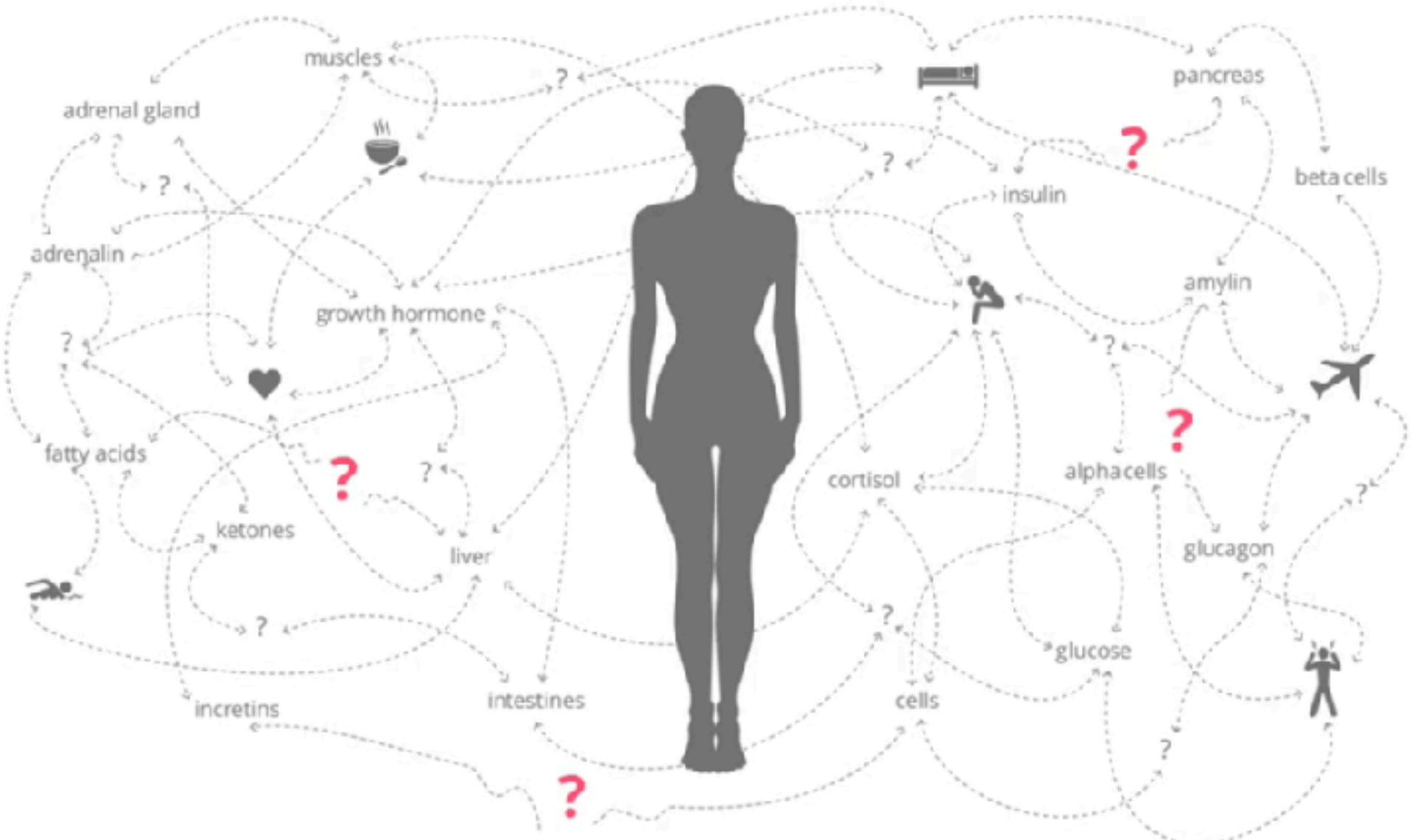
Getting people to do things ***they do NOT want and do NOT need***

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

The #DigitalNudges4Good 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

1 in 12 people have diabetes



ayuda heuristics







www.smartcaptech.com




ASPIRE MIRROR


Towards
Code
INCODING

AI judges if someone is Guilty or Innoccent



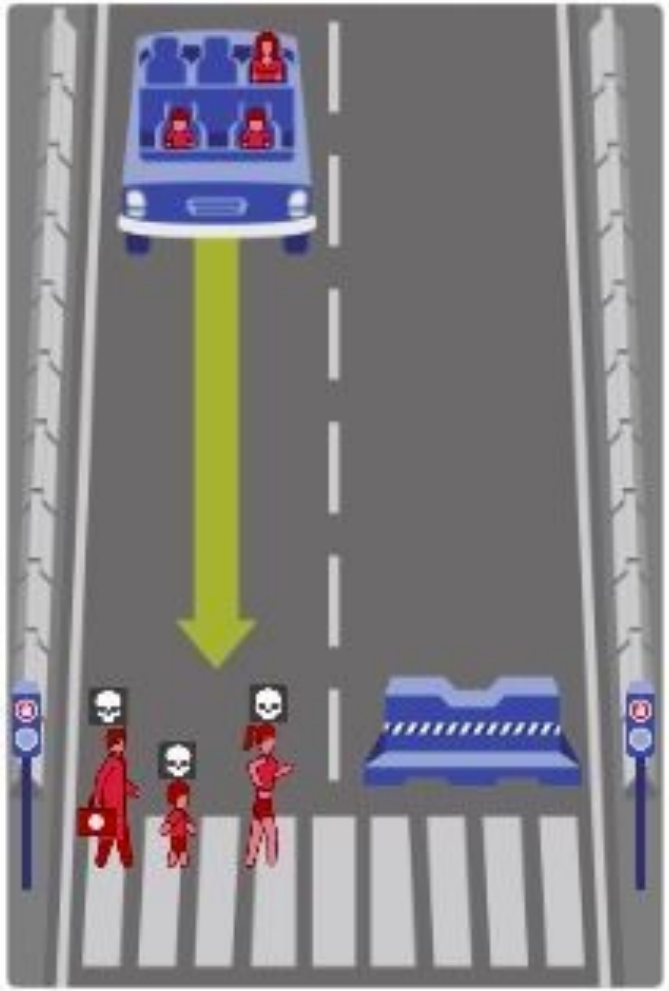
"Different from a human judge, the computational vision algorithm has absolutely no subjectivity, emotion or prejudice"

https://olhardigital.uol.com.br/noticia/inteligencia-artificial-julga-se-pessoa-e-culpada-ou-inocente-pelo-rosto/64099


THE MACHINES
KNOW ONLY WHAT
WE FEED THEM
mind the
PRODUCT
algolia
#mtpcon


LEFT REARWARD VEHICLE CAMERA
MEDIUM RANGE VEHICLE CAMERA
RIGHT REARWARD VEHICLE CAMERA
MOTION FLOW
LANE LINES
LANE LINES
ROAD FLOW
IN-PATH OBJECTS
ROAD LIGHTS
OBJECTS
ROAD SIGNS





http://moralmachine.mit.edu/

MORAL MACHINE

The moral dilemmas of the Fourth Industrial Revolution

WORLD ECONOMIC FORUM



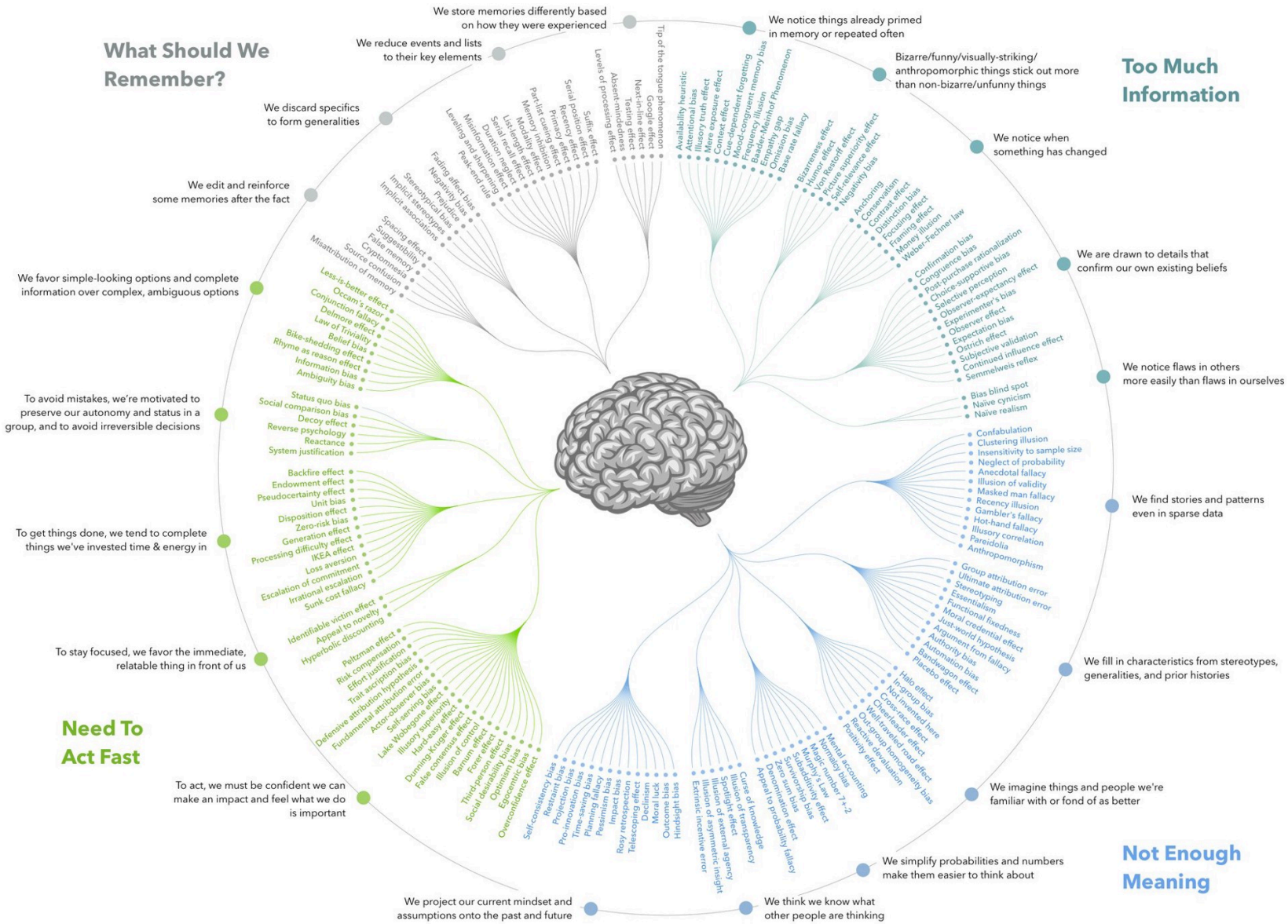
Do we need a new moral code for the age of drones and gene-editing?

Image: REUTERS/Steve Marcus

Ethics 2.0


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

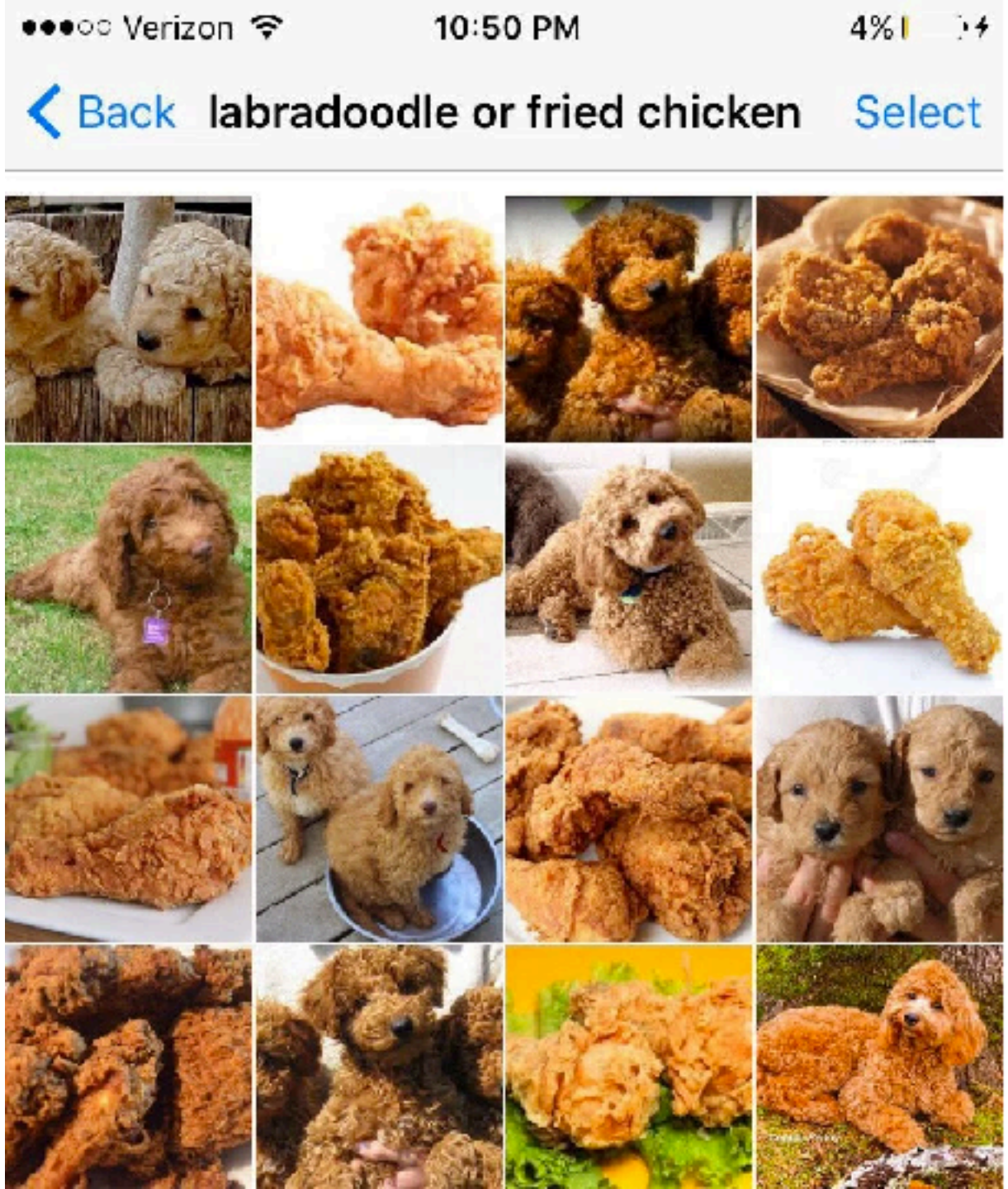
COGNITIVE BIAS CODEX, 2016



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

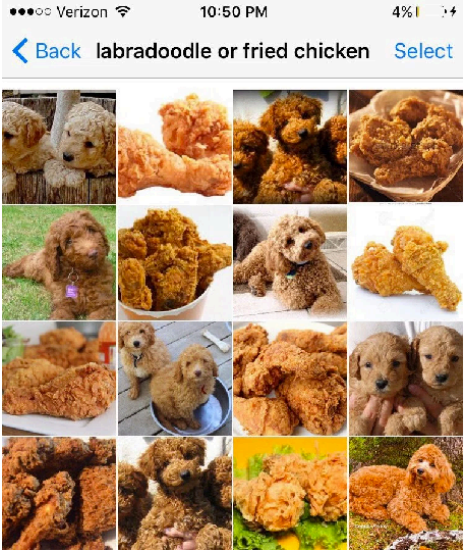


https://hbr.org/cover-story/2017/07/the-business-of-artificial-intelligence





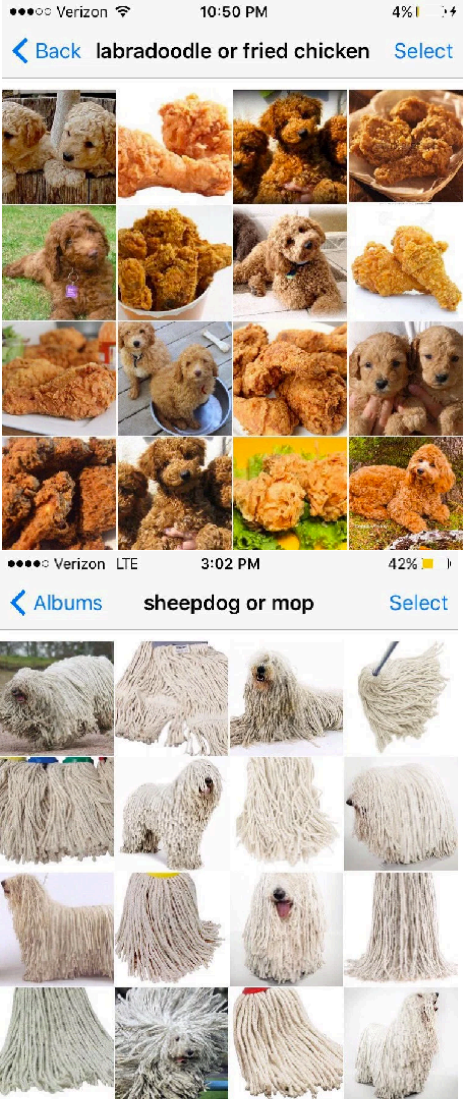
https://hbr.org/cover-story/2017/07/the-business-of-artificial-intelligence

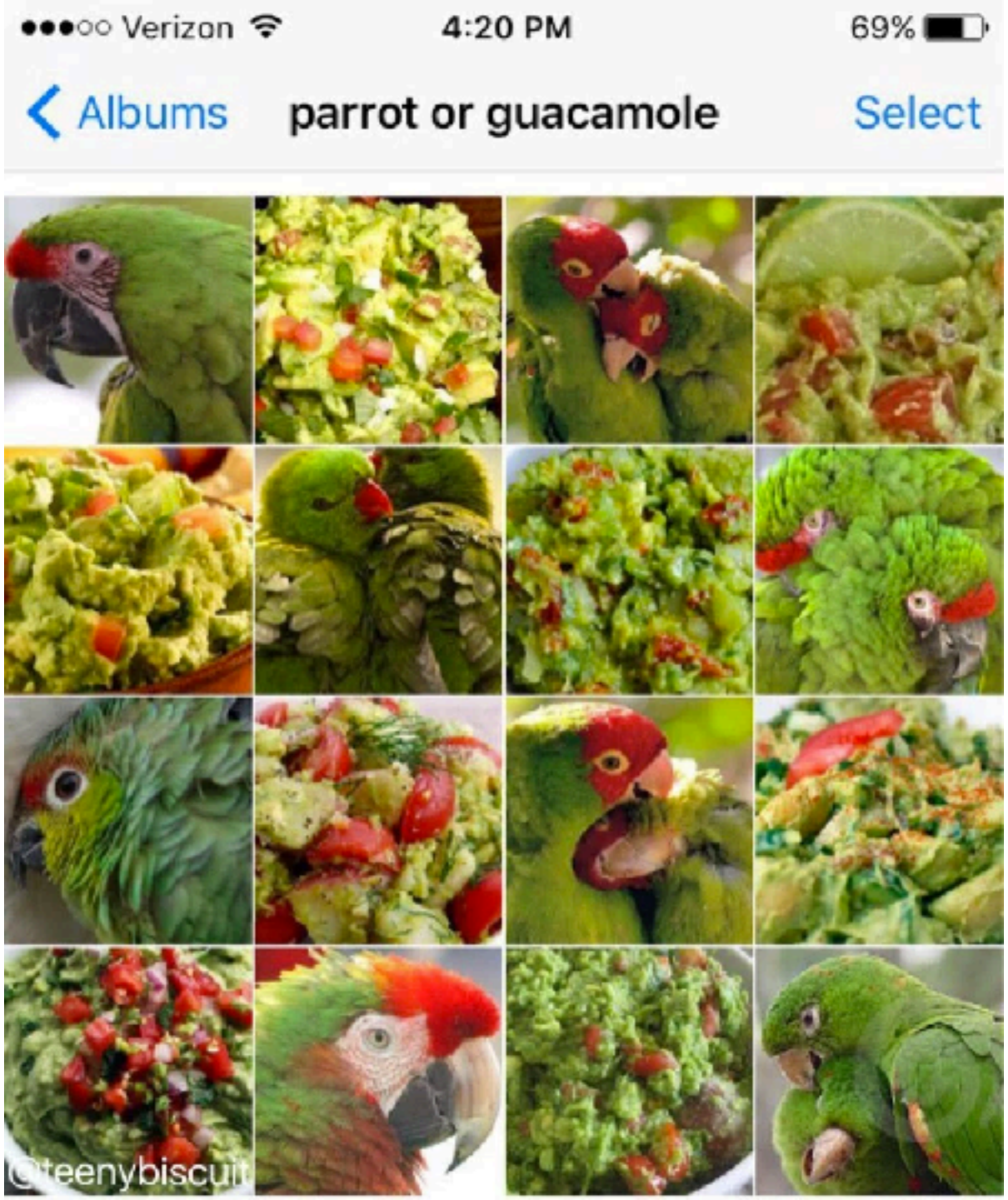






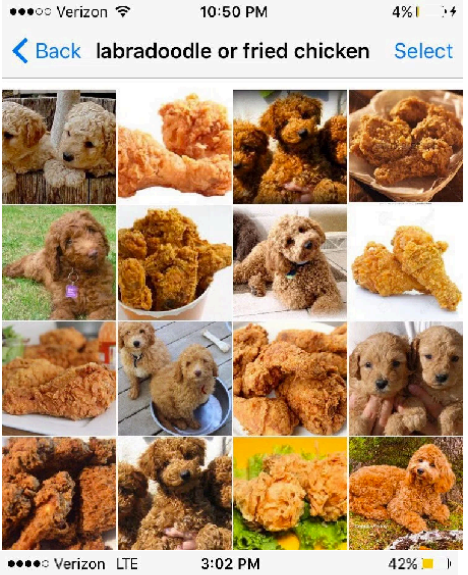
https://hbr.org/cover-story/2017/07/the-business-of-artificial-intelligence



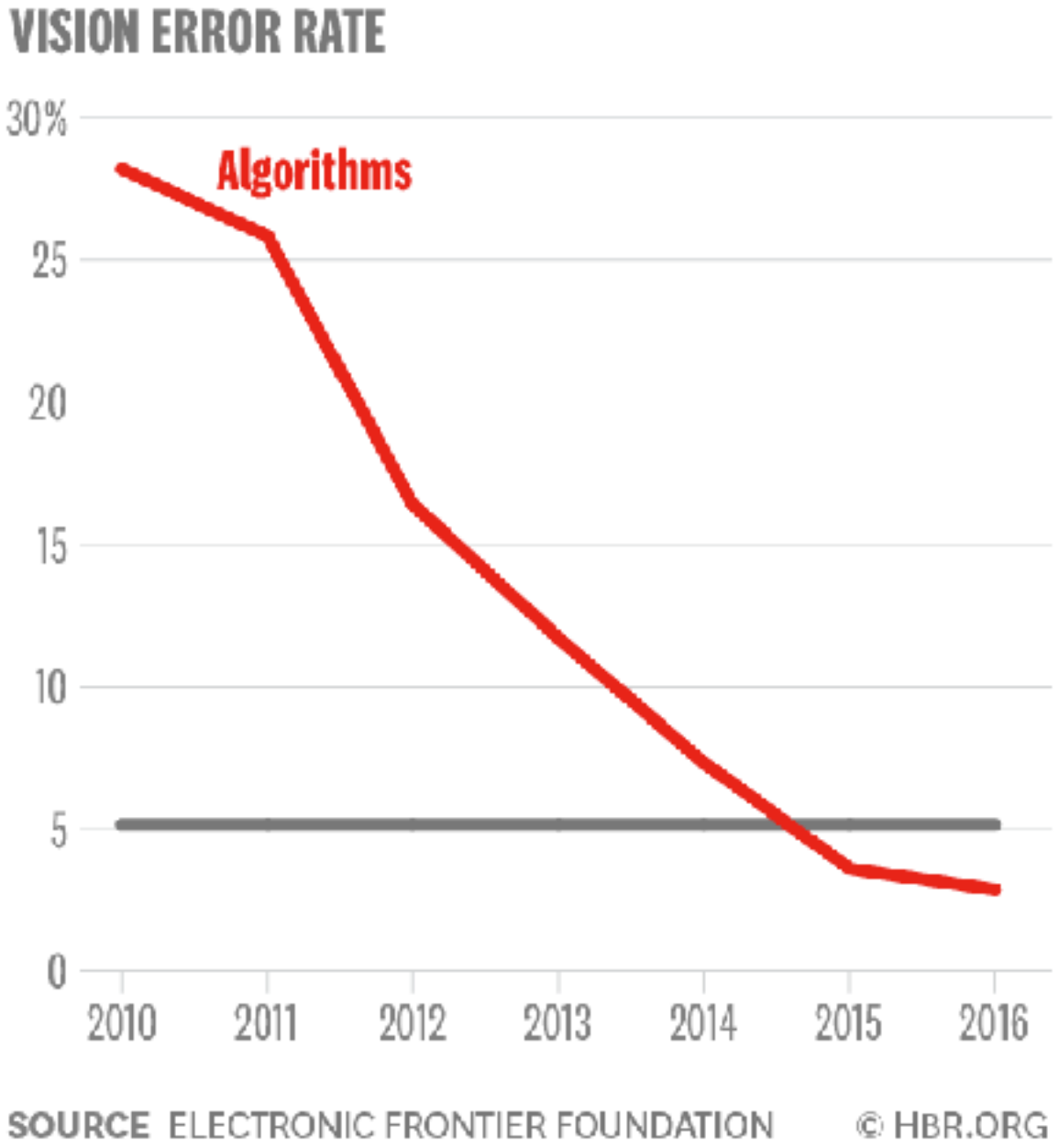


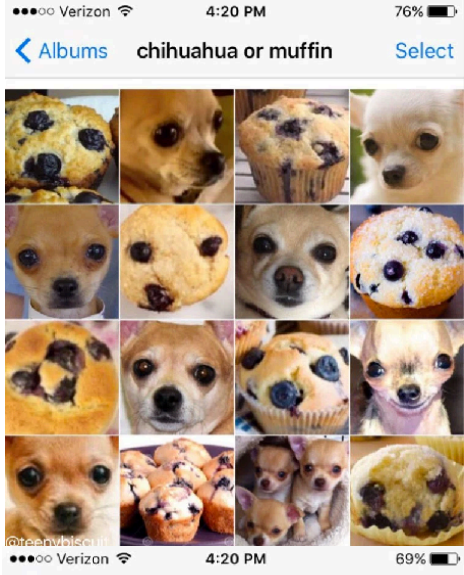


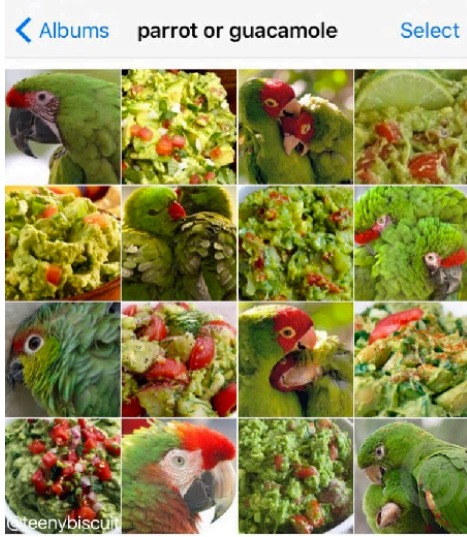
https://hbr.org/cover-story/2017/07/the-business-of-artificial-intelligence











https://hbr.org/cover-story/2017/07/the-business-of-artificial-intelligence

The new IQ and EQ



Digital Intelligence

(Digital Quotient)

Digital Citizen Identity

Privacy Management

Screen Time Management



Critical Thinking

Cyberbullying Management

Digital Footprints

Cyber Security Management

Digital Empathy







Digital Choice Architect

Behavioral Data

Digital Citizen

Design 4Good

Run digital experiments

Improve Conciousness

144 bilhões



Danken

Do you want the material?

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