FRAMING THE INTERSECTION BETWEEN CULTURE AND BEHAVIOR:
CHOICE ARCHITECTURE IN STUDY ABROAD

Nudge 2.0 Useful terminology

Following the herd
Example:

Availability bias
Example:

Anchoring and Adjustment
Example:

Unrealistic optimism
Example:

Elimination by Aspect
Example:

Priming
Example:

Default option (Status Quo bias)
Example:

Mapping
Example:

Framing
Example:

Taken from the book:
Nudge: Improving Decisions about Health, Wealth and Happiness
Richard H. Thaler and Cass Sunstein