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Presentation

The Elements of Choice: How Choice Architecture Changes Markets

We do not make choices in isolation. Every choice involves a hidden partner, someone who, perhaps unwittingly, affected your decision. They are sometimes called choice architects, but I'll keep things simple, I'll call them a designer.

We know that designers influence what we chose, but we don't have much idea about how this happens. I talk about two ways designers change our choices: By altering how preferences are assembled and by modifying how we search.

These principles can help improve decisions like students' choices of high schools in New York City, doctors' choices of prescription drugs, or our choice of dates.