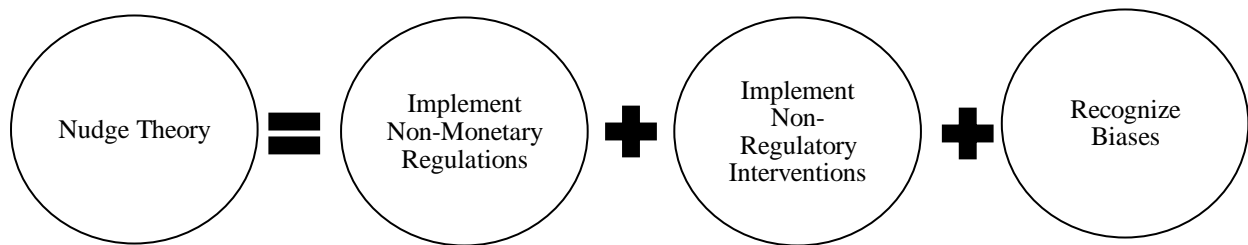


Nudge Theory

Nudge theory provides a process to influence behavior change without imposing strict regulations (see Figure 4). Recognizing that biases influence a person's likelihood of engaging in behaviors, nudges provide non-monetary and non-regulatory interventions where behavior is gently influenced (Halpern, 2015). This is a cost-effective method that ultimately maintains an individual's freedom to choose his or her behavior.



Primary Source: Halpern (2015).