Behavioral Economics: Choice Architecture and the Nudge

Define the following terms:

Choice architect: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

‘Nudge’: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Consumer sovereignty: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

‘Libertarian paternalism’:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Identify examples of ‘Nudges’ that have been utilized by policy creators in the following areas of consumer choice:

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| Areas of Life: | Consumer choice it seeks to redress: | How does it work, what heuristics/biases does it seek to address? |
| Adopting healthy lifestyles |  |  |
| Public safety |  |  |
| Retirement planning |  |  |
| Organ donation |  |  |
| Covid-19 policy |  |  |
| Climate change |  |  |
| Other examples: |  |  |