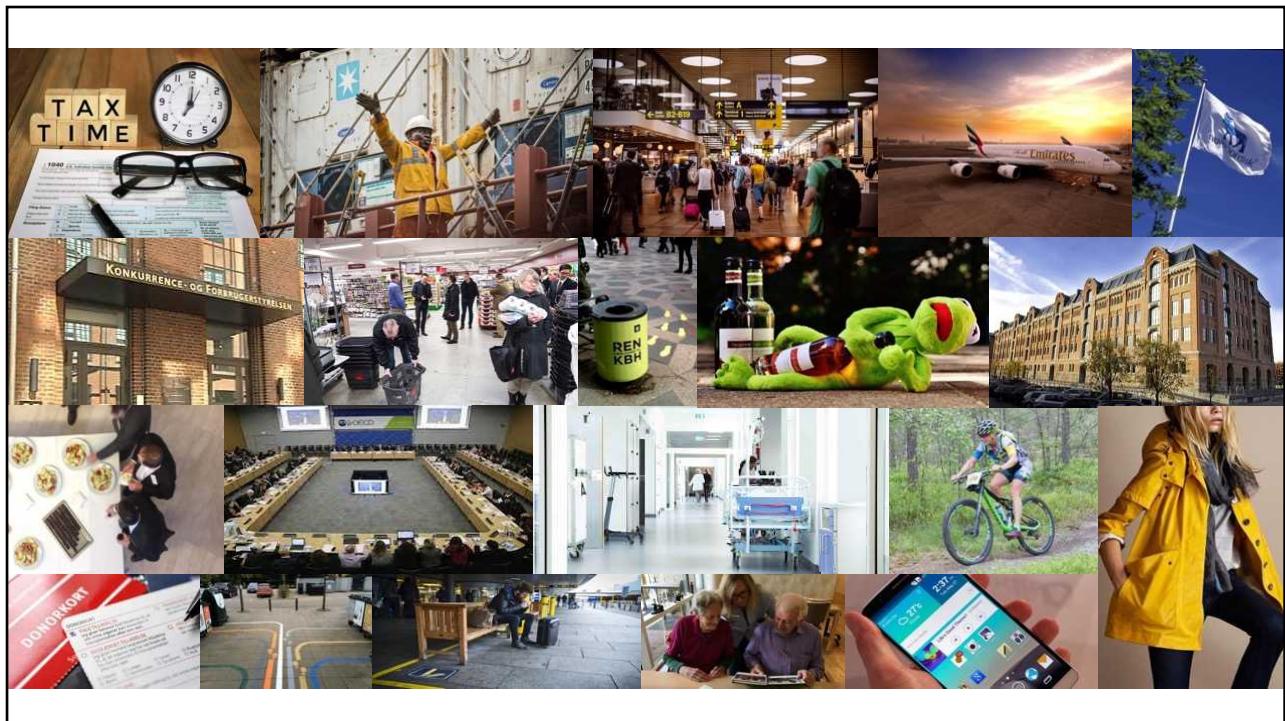
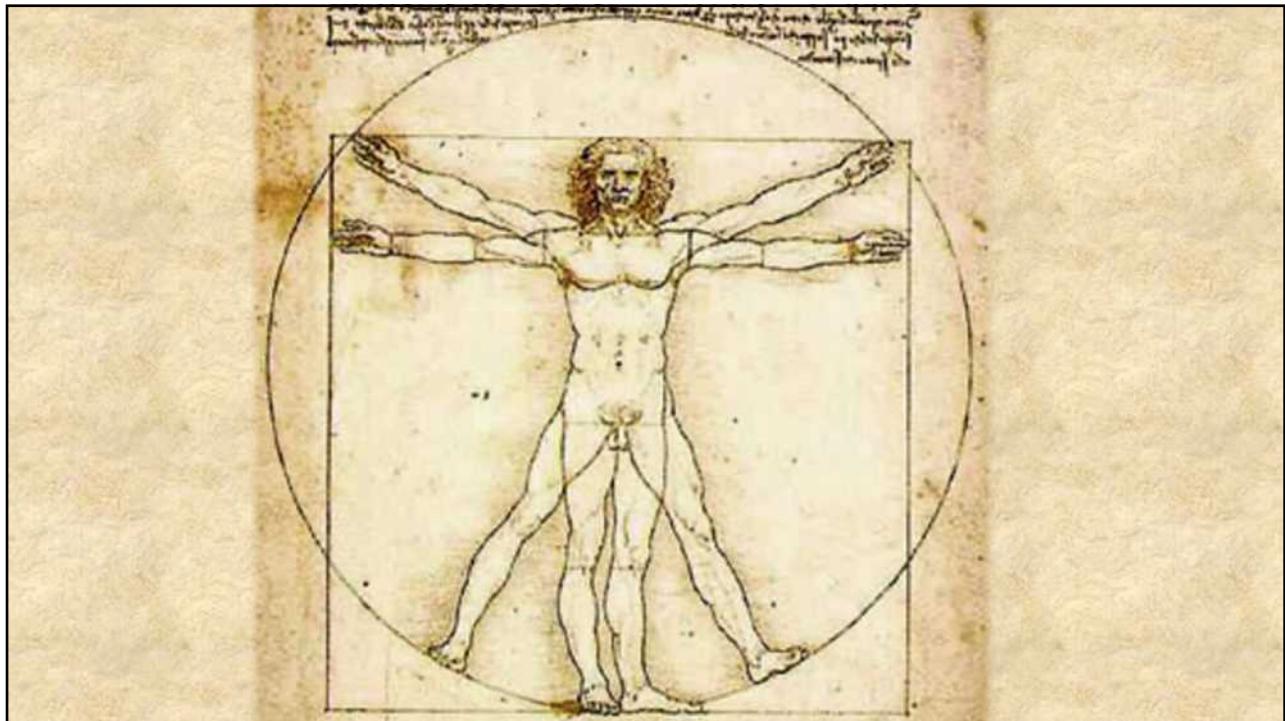




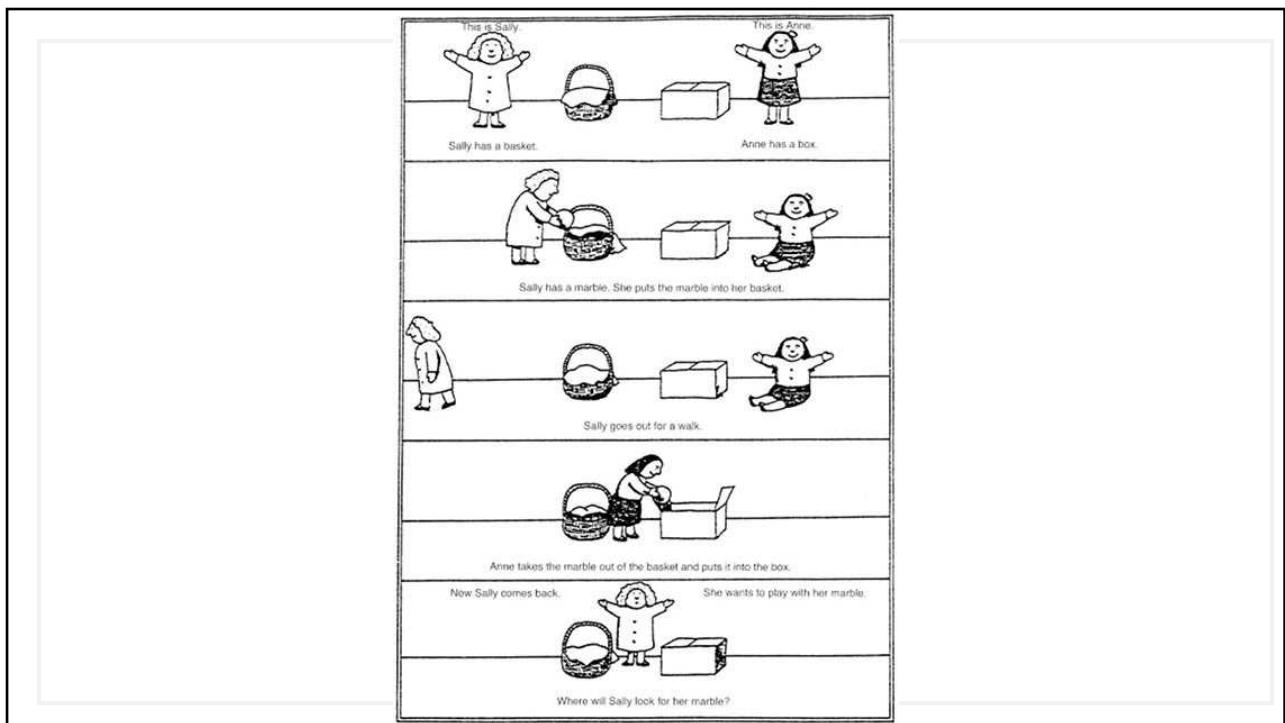
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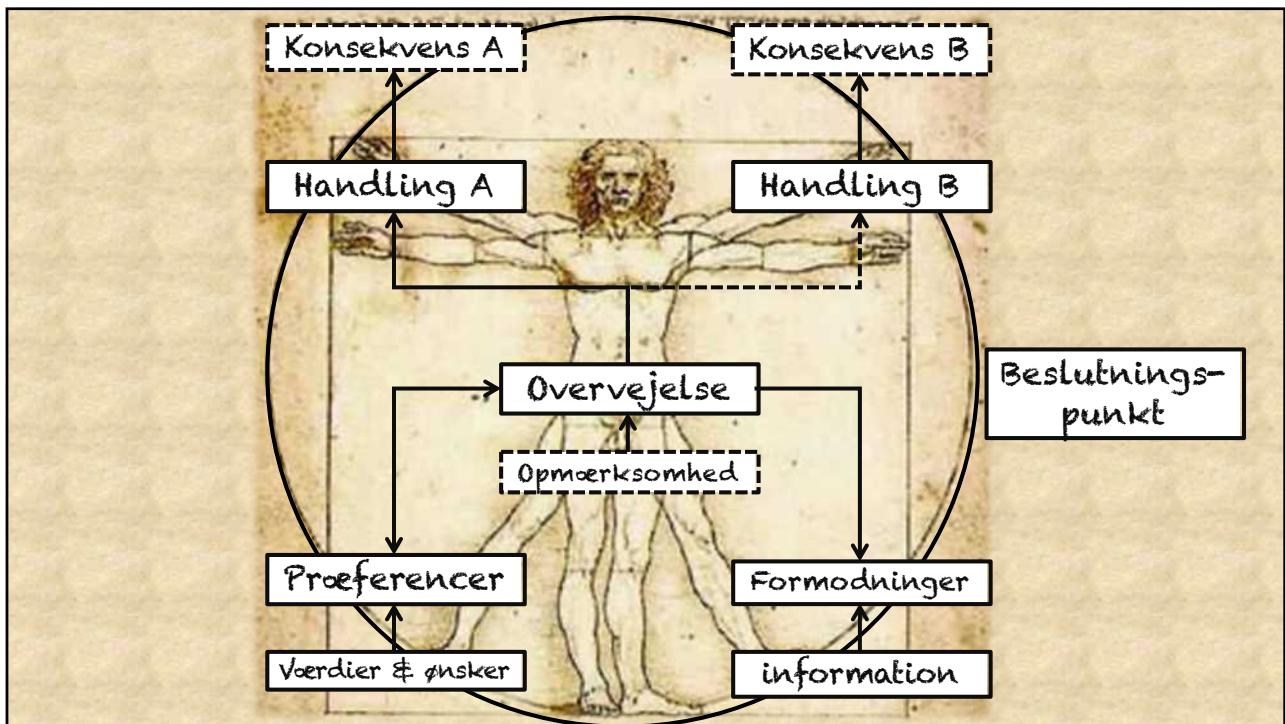
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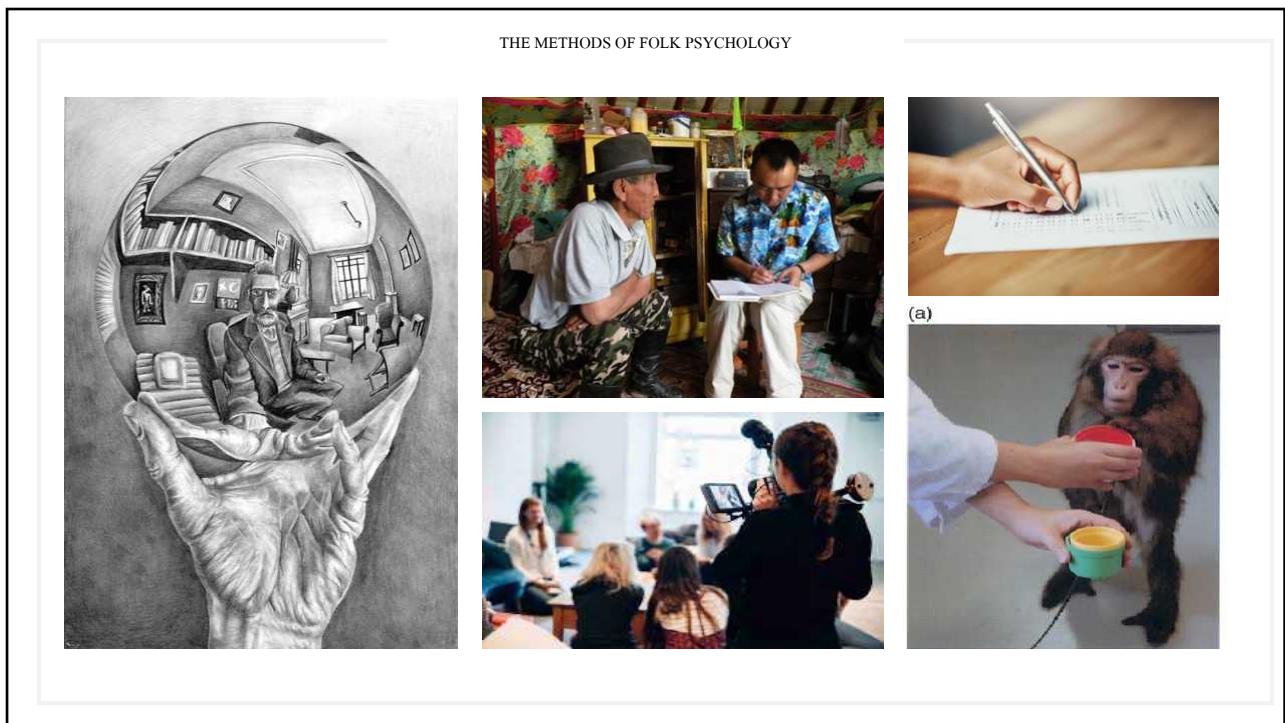
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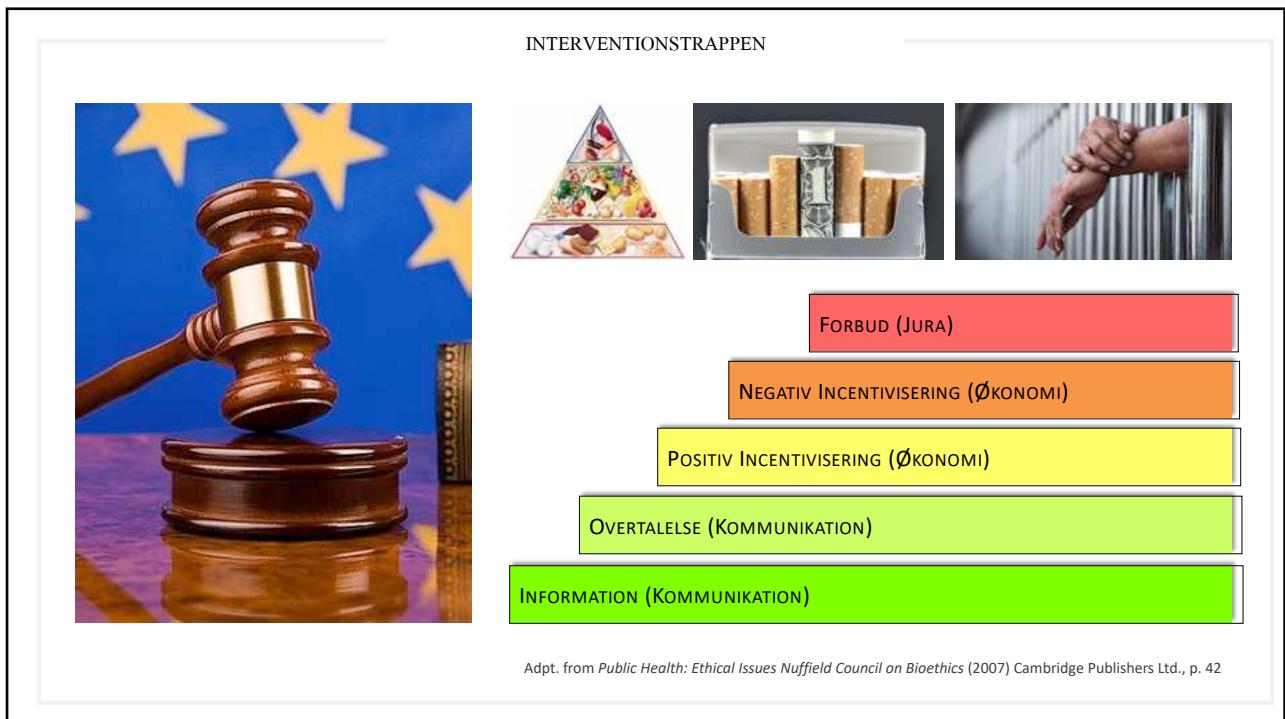
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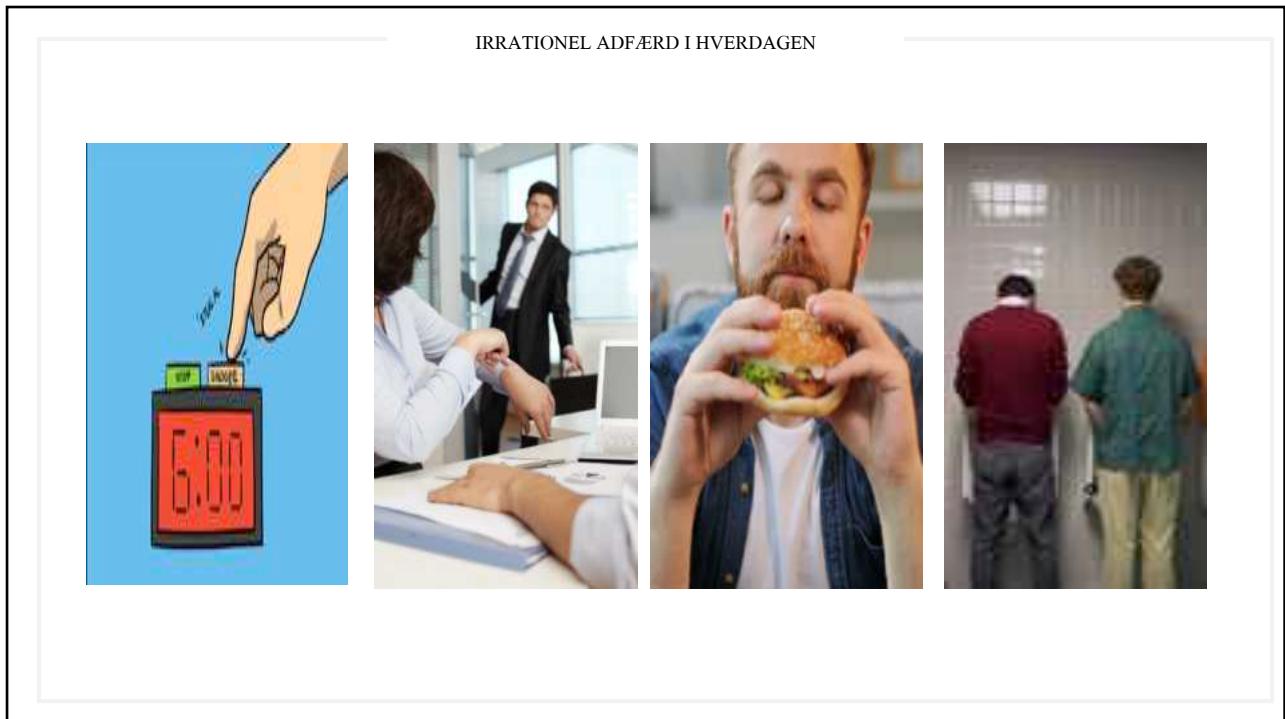
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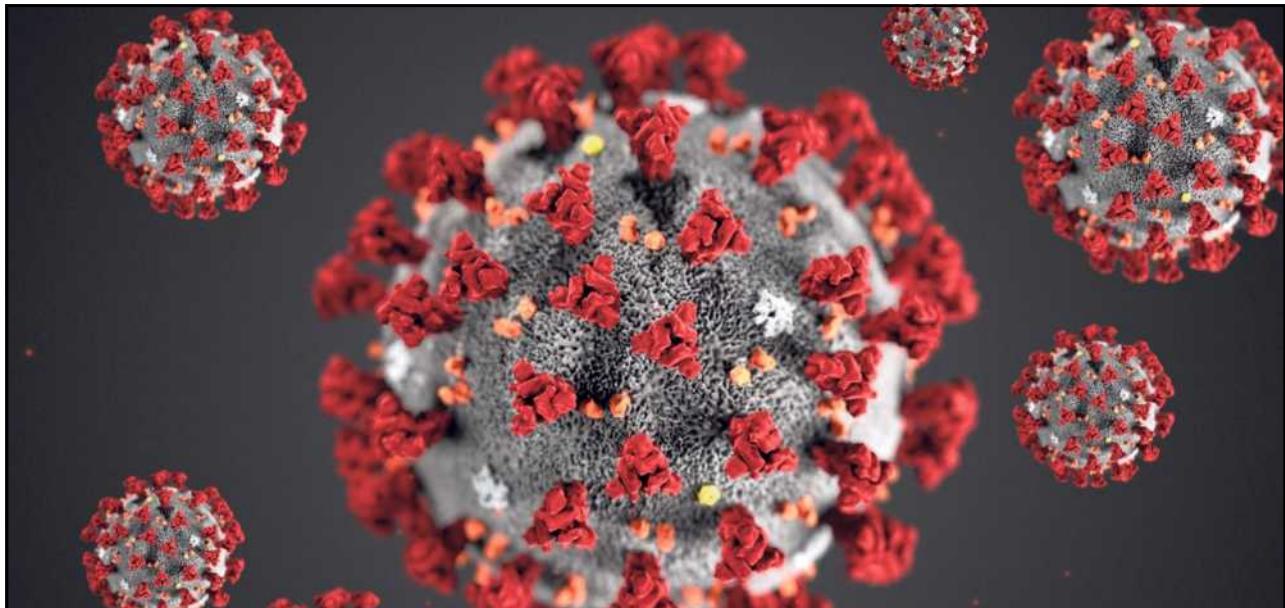
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7



8



## COVID-19 Håbløshed

Hansen PG; Gahner E; Gunderson, C; (2020) Reporting on One's Behaviour: a randomised controlled population representative survey experiment showing the non-validity of self-reports on two crucial COVID-19 hygiene relevant behaviours

9

METODISKE IMPLIKATIONER

**6 | Indland**

**Hvor tit vasker du hænder? Professor bag målinger kan ikke svare på sit eget spørgsmål**

Hørspørger signer mig, at det er et typisk, udklært og betydningsløst grundlag som bl.a. blev lagt til grund for beslutningerne om at holde coffee, restauranter, entreprenører og børsnoterede hukommende. Bag den fortalte nedslukning gemmer sig målinger og spørgsmål om, hvor ofte folk har vasket eller sprøjtet hænder. Men manden bag spørgsmålet kan ikke selv besvare det med sikkerhed. Han tror, det nok var otte gange.

**Jeg ved ikke, om det er godt grundlag eller ej. Jeg vil sige, at det er de data, vi har.**

MICHAEL BANG PETERSEN,  
PROFESSOR OG LEDER AF HOPE-  
PROJEKTET, AARHUS UNIVERSITET

**Ved du, hvor meget du selv vaskede og afsprøjtede i går?**

»Nej, det er ikke nemt. Men vi ved fra survey-forskning, at når folk svarer, så er det baseret på en fornemmelse, og den fornemmelse har oftest en sammenhæng med den faktiske adfærd.«

**Kan du huske, hvor meget du gjorde det?**

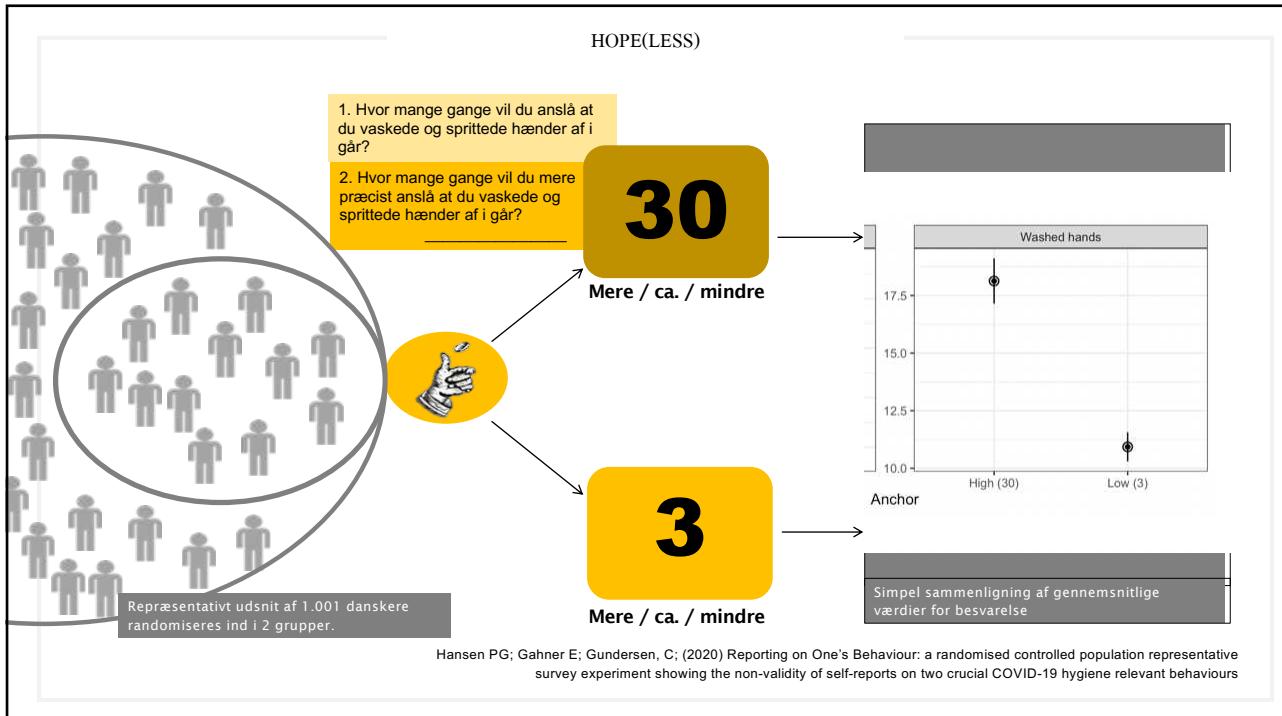
»Jeg tror, jeg vil være oppe på ... nu skal jeg rent faktisk tænke ... det vil nok være otte gange, men jeg kan ikke huske det superpræcist. Point taken.«

**Illustrerer det ikke problemet?**

»Du har helt ret. Hvis jeg skulle svare på det, ville jeg sige otte. Pointen er, at vi formoder - og i al survey-forskning formoder man - at der er en sammenhæng mellem de svar, der popper op i ens hoved, og det, der rent faktisk foregik.«

Professor Michael Bang Petersen står i spidsen for Hope-projektet, hvor ca. 500 personer løbende spørges til om deres vaner, følelser og opfattinger om corona-virken. Det sker via online spørgeskemaer. Arkivfoto

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DEFINITION: 'ADFÆRDSPROBLEM'

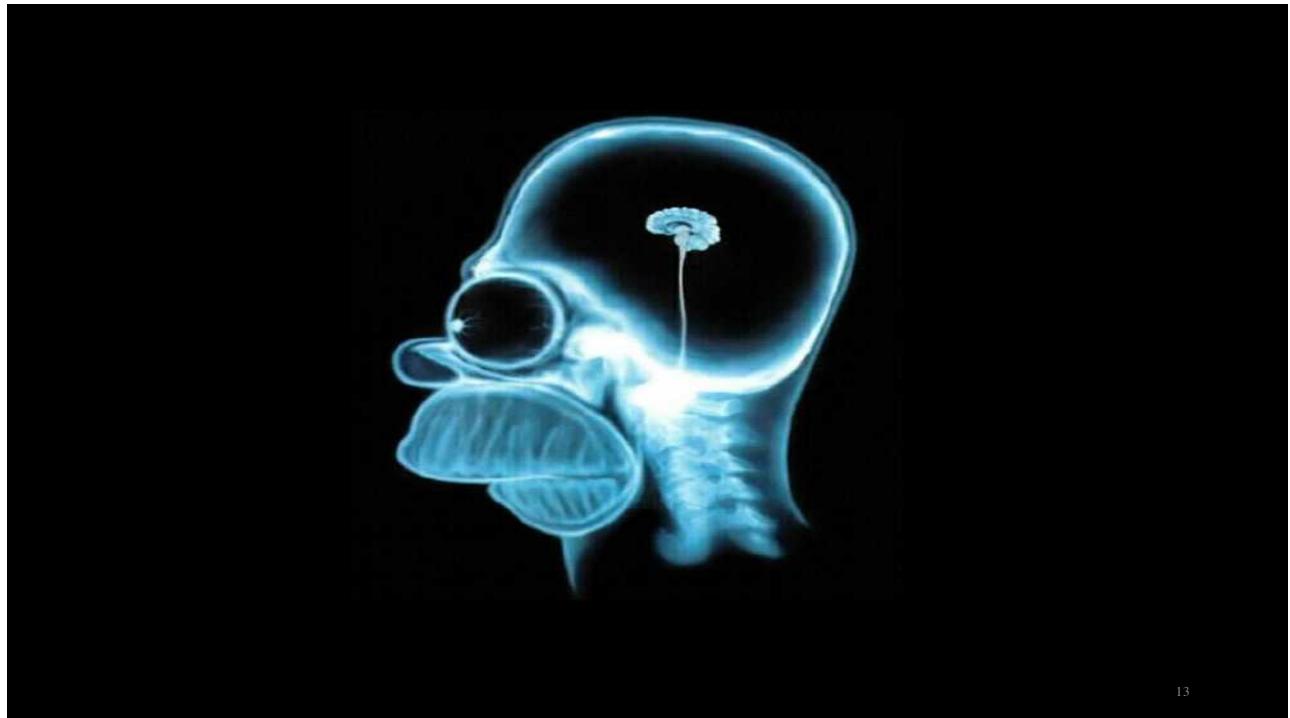
**[adfærdsproblem]**

Et adfærdsproblem er et uhensigtsmæssigt adfærdsmønster relativt til fokus, formodningsdannelse, valg, handling eller vurdering, der forekommer på trods af, at vi har god grund til at agere anderledes.

Det vil sige, at vi har information, holdninger, incitamenter og evt. omgivende regulering, der tilsammen giver tilstrækkelig anledning til en anden og mere hensigtsmæssig adfærd.

Et adfærdsproblem er altså ikke et: (1) Informationsproblem, (2) holdningsproblem, (3) incitamentsproblem, eller (4) Reguleringsproblem.

12



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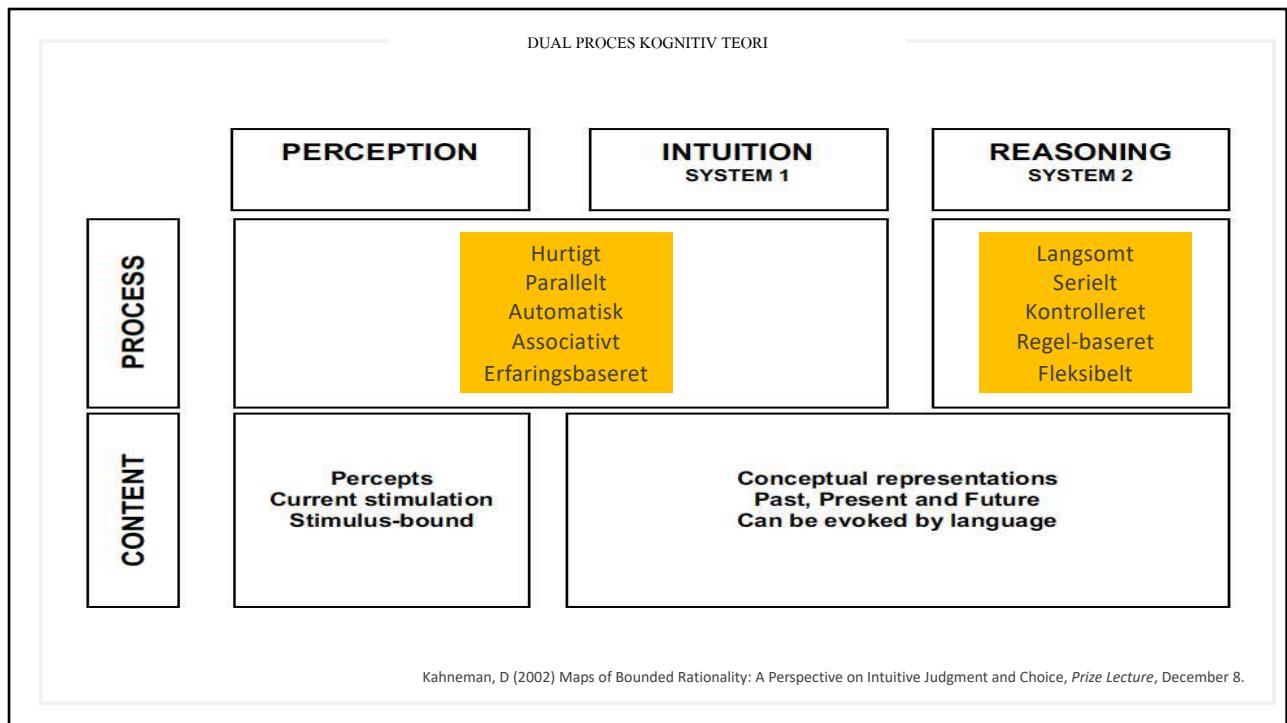


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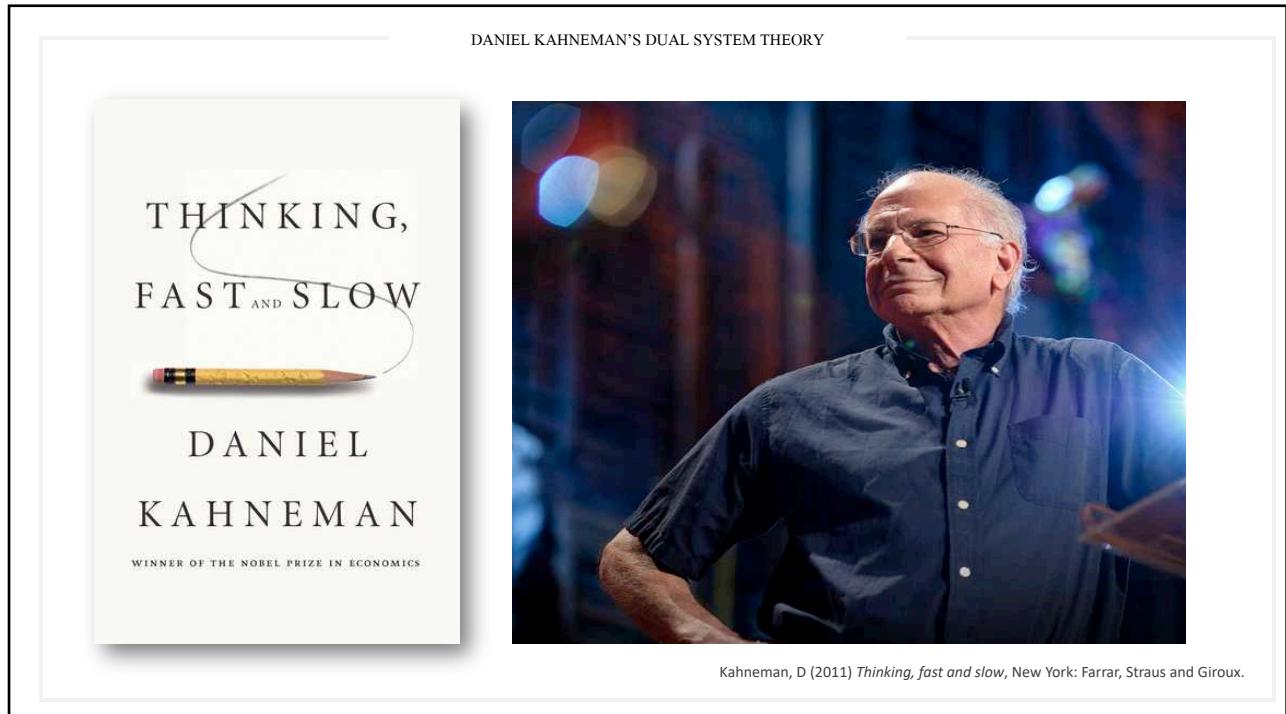
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$$34 \times 52 = \underline{\hspace{2cm}}$$

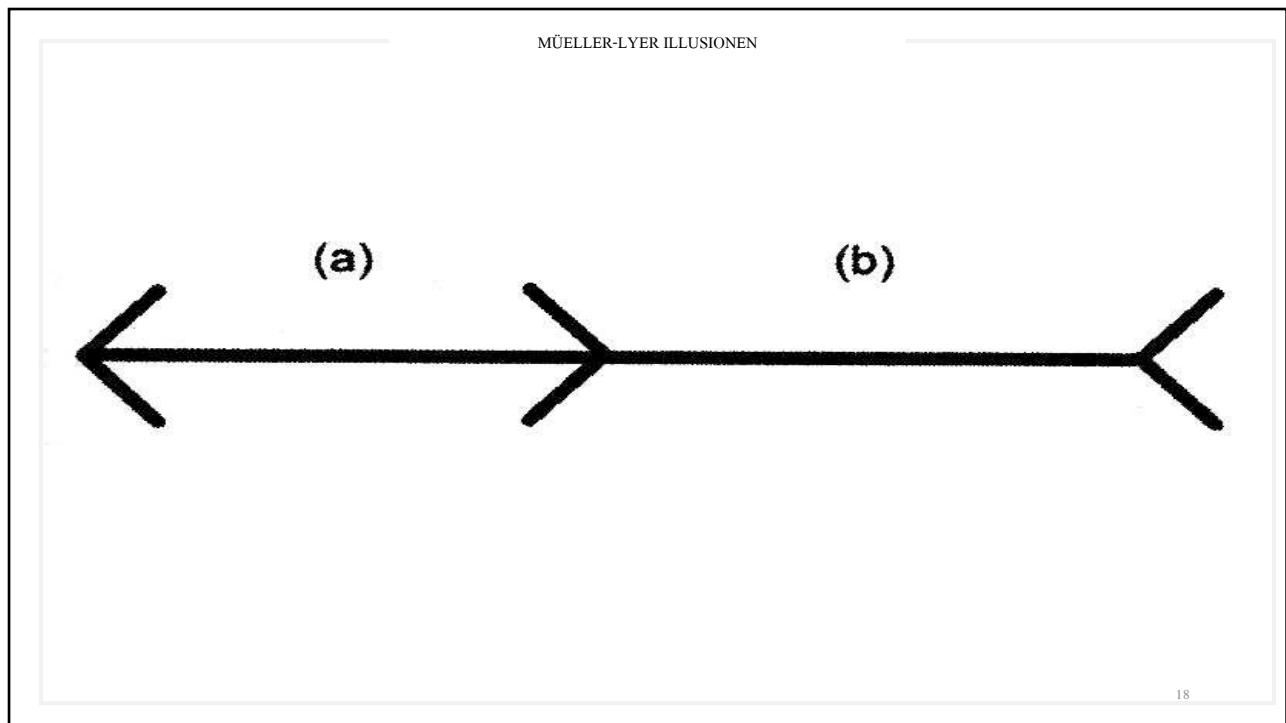
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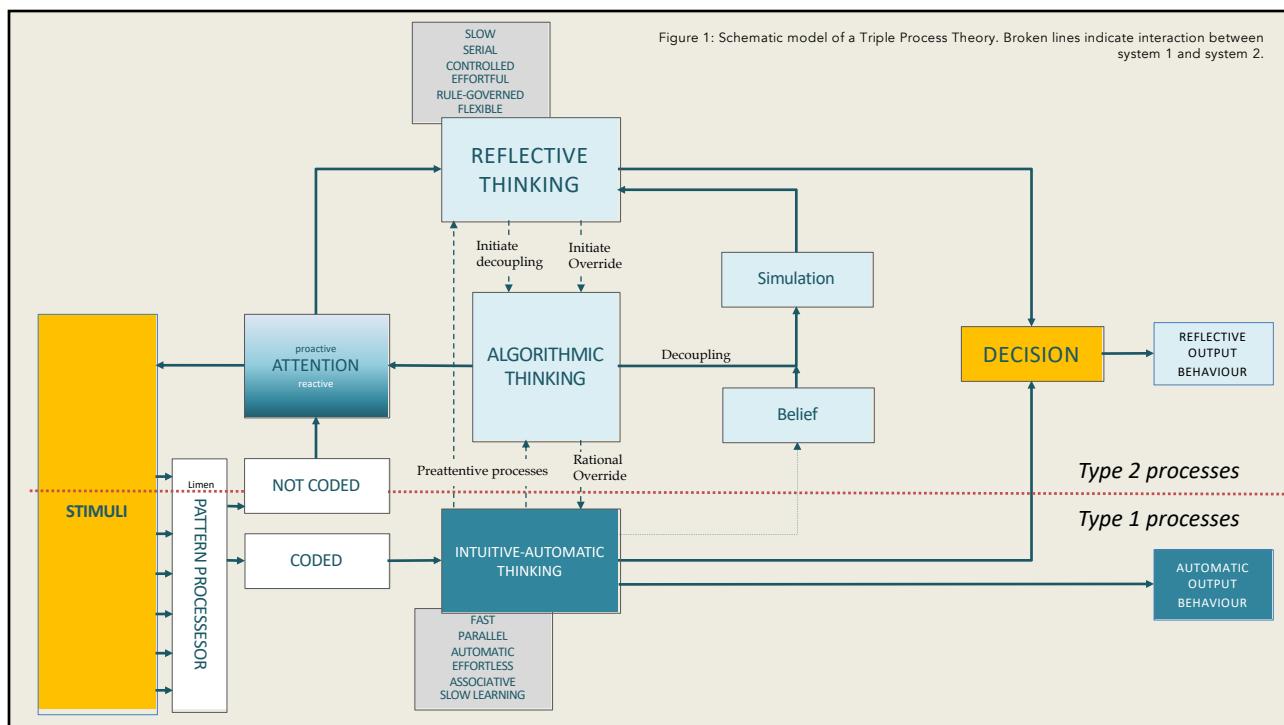


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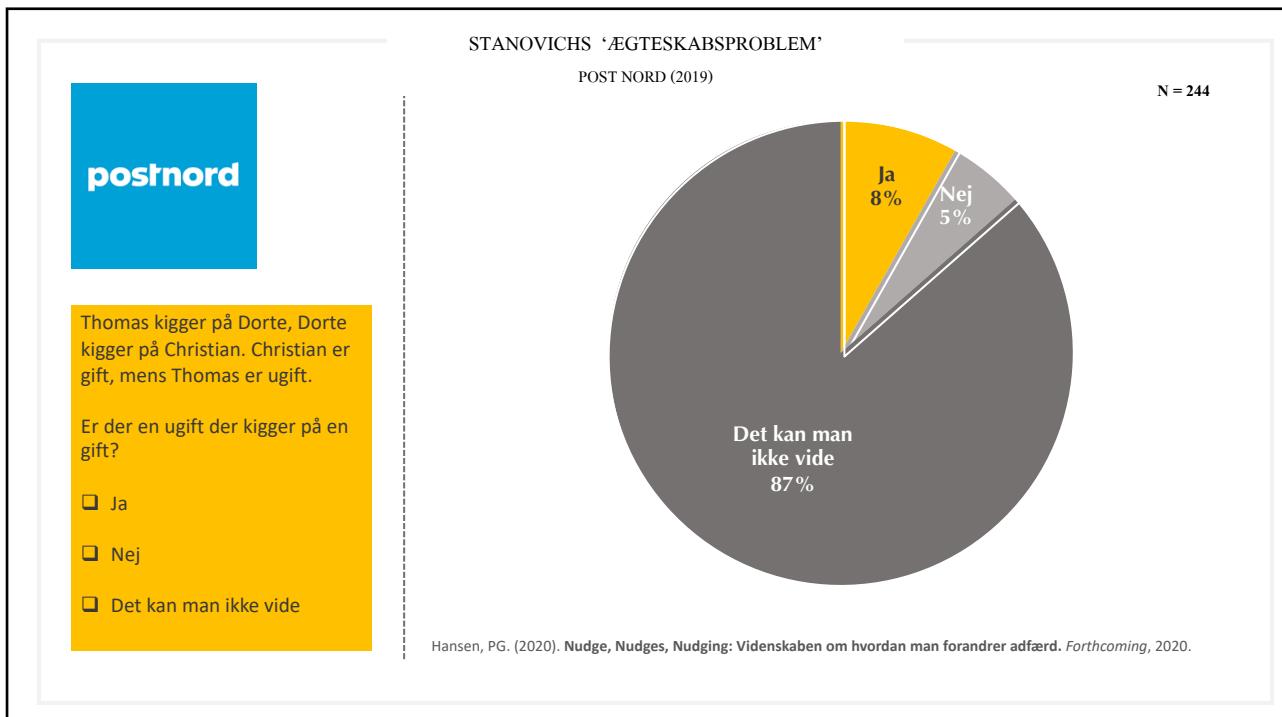
(1) Kemoterapi med 80% chance for at overleve

(2) Strålebehandling med 20% risiko for at dø

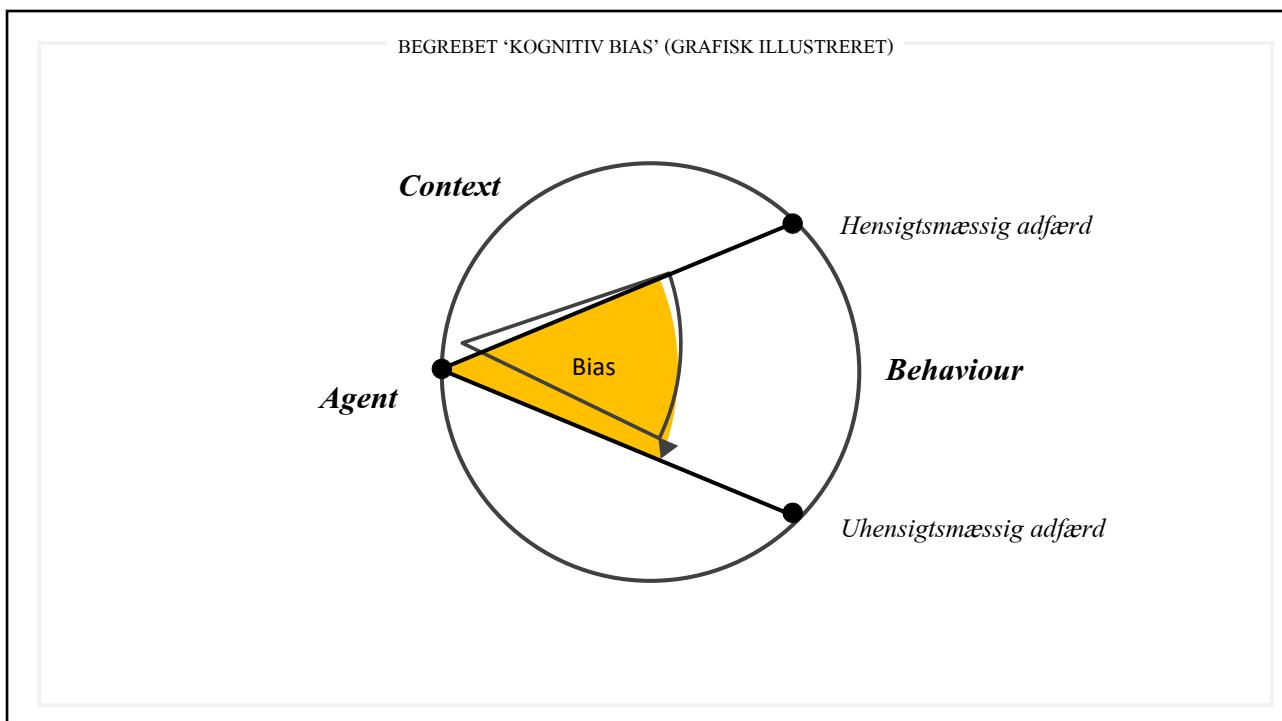
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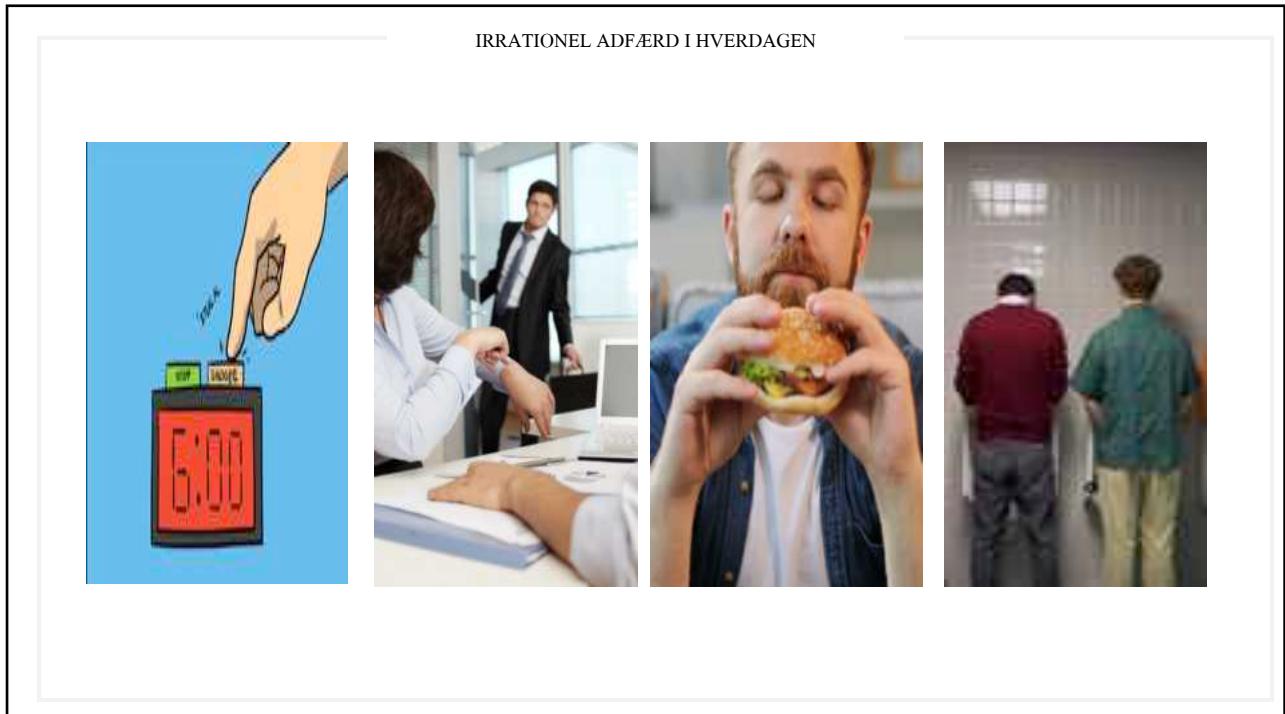
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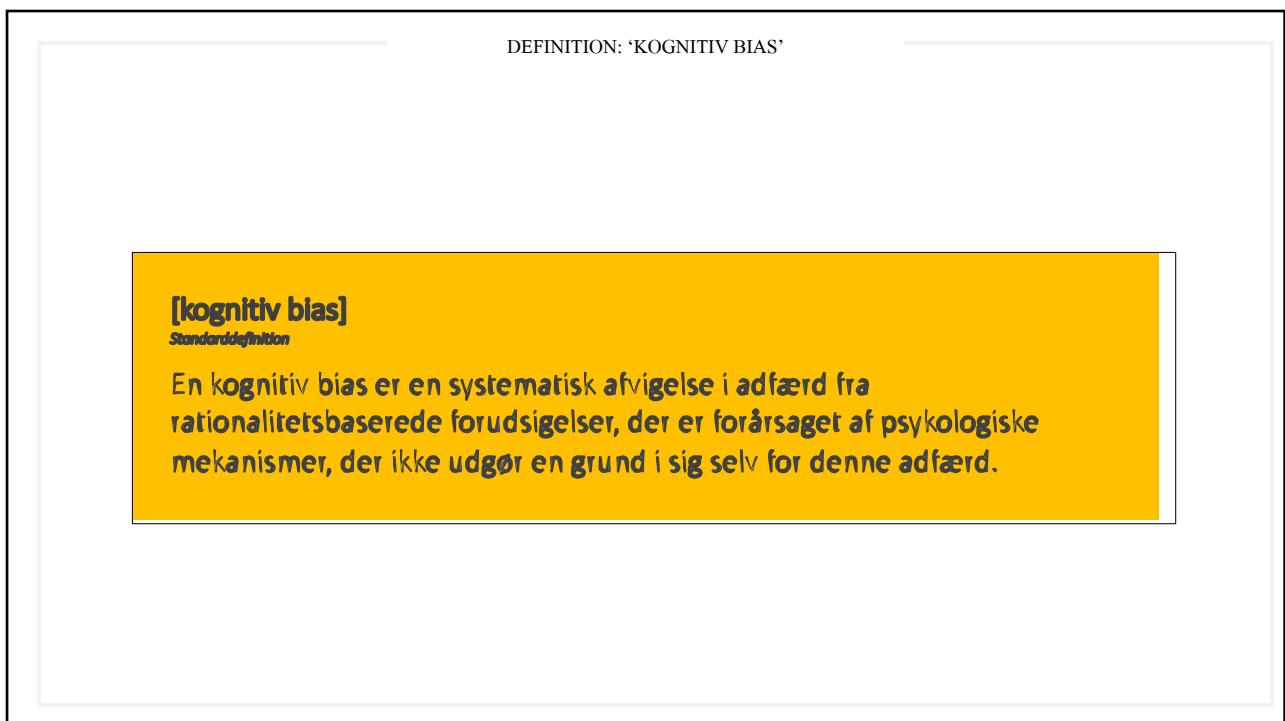
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24

## Decision-making and behavioral biases

**Anchoring** – the common human tendency to rely too heavily, or "anchor," on one trait or piece of information when making decisions.

**Attentional Bias** – implicit cognitive bias defined as the tendency of emotionally dominant stimuli in one's environment to preferentially draw and hold attention.

**Backfire effect** - Evidence disconfirming our beliefs only strengthens them.

**Bandwagon effect** – the tendency to do (or believe) things because many other people do (or believe) the same. Related to [groupthink](#) and [herd behavior](#).

**Bias blind spot** – the tendency to see oneself as less biased than other people.<sup>[2]</sup>

**Choice-supportive bias** – the tendency to remember one's choices as better than they actually were.<sup>[3]</sup>

**Confirmation bias** – the tendency to search for or interpret information in a way that confirms one's preconceptions.<sup>[4]</sup>

**Congruence bias** – the tendency to test hypotheses exclusively through direct testing, in contrast to tests of possible alternative hypotheses.

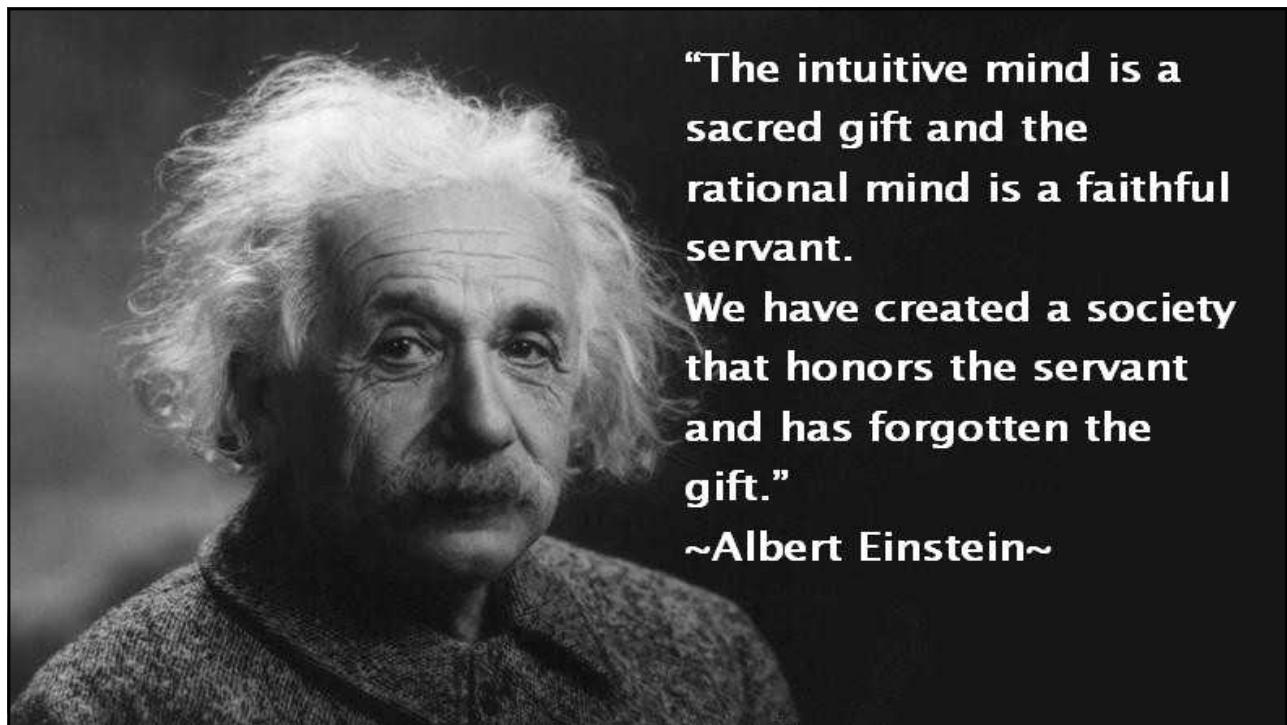
**Contrast effect** – the enhancement or diminishing of a weight or other measurement when compared with a recently observed contrasting object.<sup>[5]</sup>

**Denomination effect** – the tendency to spend more money when it is denominated in small amounts (e.g. coins) rather than large amounts (e.g. bills).<sup>[6]</sup>

**Distinction bias** – the tendency to view two options as more dissimilar when evaluating them

25

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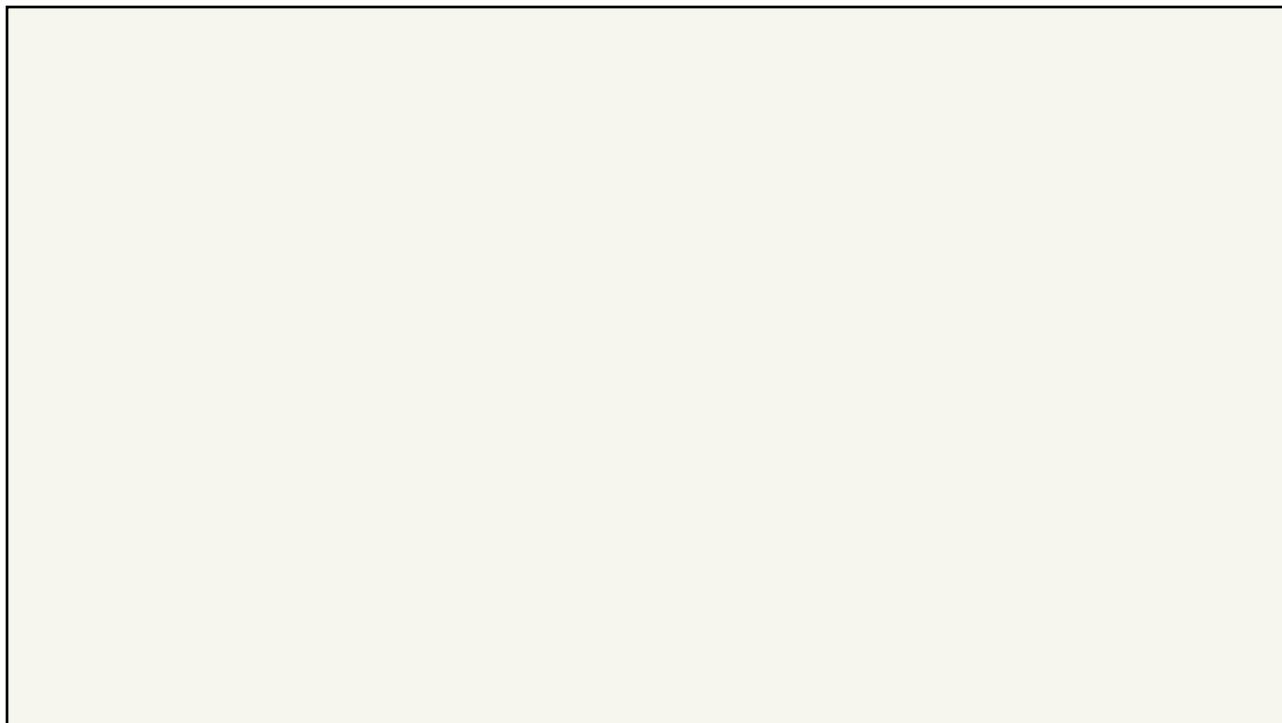


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33

TOMMELFINGERDEFINITIONEN

# nudge /nʌdʒ/

”Ethvert planlagt aspekt af en valgarkitektur, der ikke burde påvirke os i **princippet**, men gør det i **praksis**.“

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ADFÆRDSINDSIGT

# DEN FUNDAMENTALE ATTRIBUTIONSFEJL

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## DISPOSITIONNELLE VS. SITUATIONNELLE FAKTORER

*Journal of Personality and Social Psychology*  
1973, Vol. 25, No. 1, 100-108

**"FROM JERUSALEM TO JERICHO":  
A STUDY OF SITUATIONAL AND DISPOSITIONAL VARIABLES IN  
HELPING BEHAVIOR<sup>1</sup>**

JOHN M. DARLEY<sup>2</sup> and C. DANIEL BATSON  
*Princeton University*

The influence of several situational and personality variables on helping behavior was examined in an emergency situation suggested by the parable of the Good Samaritan. People going between two buildings encountered a shabbily dressed person slumped by the side of the road. Subjects in a hurry to reach their destination were more likely to pass by without stopping. Some subjects were asked to read a passage from the New Testament on the parable of the Good Samaritan; others on a somewhat relevant topic; this made no significant difference in the likelihood of their giving the victim help. Religious personality variables did not predict whether an individual would help the victim or not. However, if a subject did stop to offer help, the character of the helping response was related to his type of religiosity.

Helping other people in distress is, among other things, an ethical act. That is, it is an act governed by ethical norms and principles taught to children at home, in school, and in church. From Freudian and other personality theories, one would expect individual differences in internalization of these standards that would lead to differences between individuals in the likelihood with which they would help others. But recent research on bystander intervention in emergency situations (Bickert, 1969; Darley & Latané, 1968; Koenig, 1969; but see also Schwartz & Clausen, 1970) has had bad luck in finding personality determinants of helping behavior. Although personality variables that one might expect to correlate with helping behavior have been measured (Machiavellianism, authoritarianism, social desirability, alienation, and so-called "goodness"), these were not predictive of helping. Nor was this due to a generalized lack of predictability in the helping situation—internalized moral standards, in this model,

These findings are reminiscent of Hartshorne and May's (1928) discovery that resistance to temptation, another ethically relevant act, did not seem to be a fixed characteristic of an individual. That is, a person who was likely to be honest in one situation was not particularly likely to be honest in the next (but see also Burton, 1968).

The rather disappointing correlation between the social psychologist's traditional set of personality variables and helping behavior in emergency situations suggests the need for a fresh perspective on possible predictors of helping and possible situations in which to test them. Therefore, for inspiration we turned to the Bible, to what is perhaps the classical helping story in the Judeo-Christian tradition, the parable of the Good Samaritan. The parable proved of value in suggesting both personality and situational variables relevant to helping.

<sup>1</sup>Received June 1, 1971; revised July 27, 1972.



Darley, J.M. & Batson, C.D. (1973) 'From Jerusalem to Jericho: A Study of Situational and Dispositional Variables in Helping Behavior', *Journal of Personality and Social Psychology*, Vol. 27, No. 1, 100-108.

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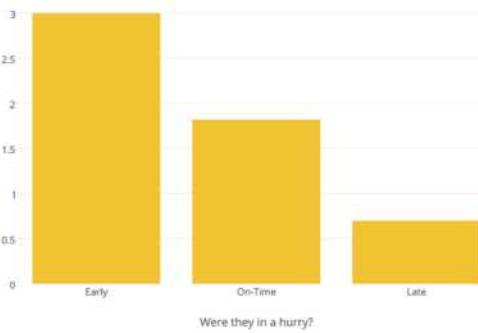
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Average Scores in Darley and Batson's "Good Samaritan Study"  
(Scale from 0 to 5: 0 and 1 do not help at all, 4 and 5 are very helpful)



Darley, J.M. & Batson, C.D. (1973) 'From Jerusalem to Jericho: A Study of Situational and Dispositional Variables in Helping Behavior', *Journal of Personality and Social Psychology*, Vol. 27, No. 1, 100-108.

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DEN FUNDAMENTALE ATTRIBUTIONSFEJL

HOW WE JUDGE BEHAVIOR OF OTHERS?

WE CONSIDER

USUALLY

THEIR CHARACTER      SITUATION THEY ARE IN

BEN IS LATE FOR A BUSINESS MEETING

CEO

PERSONALITY

SITUATION

Hmm ... why was Ben late?

Is it because he is an unreliable person?

OR

Maybe there was a huge traffic accident on the way?

**FUNDAMENTAL ATTRIBUTION ERROR**

Ignoring influence of the situation & Attributing his actions to his character

Illustrations from: <https://medium.com/accelerated-intelligence/fundamental-attribution-error-this-cognitive-bias-destroys-relationships-6f405895b81b>

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DEN FUNDAMENTALE ATTRIBUTIONSFEJL  
& DEN SELVFAVORISERENDE BIAS

Why I am a genius, thank you

Pfft.. she got lucky

Who did it?

	myself	someone else
positive	personality	circumstances
	circumstances	personality
negative		

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ADFÆRDSINDSIGT

# TILGÆNGELIGHEDS- HEURISTIKKEN

48

TILGÆNGELIGHEDS-HEURISTIKKEN



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## TILGÆNGELIGHEDS-HEURISTIKKEN

## Tilgængelighedsheuristikken

En mental genvej, der baserer sig på de eksempler der umiddelbart kan genkaldes når man evaluerer et bestemt emne, begreb, metode, eller beslutning.

Grundideen er, at hvis noget kan genkaldes, så må det også være vigtigt eller karakteristisk, sammenlignet med alternativer, der ikke genkaldes nær så hurtigt.

Faktorer: tid, Gentagelse, fremtrædenhed, levende



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## ADFÆRDSINDSIGT

## AFSENDER-EFFEKTEN

51

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AFSENDER-EFFEKTEN



**"De vesteuropæiske lande fører en ustabil økonomisk politik."**

- Donald Trump, September 1, 2018

- Helt enig
- Delvis enig
- Delvis uenig
- Helt uenig

52

AFSENDER-EFFEKTEN

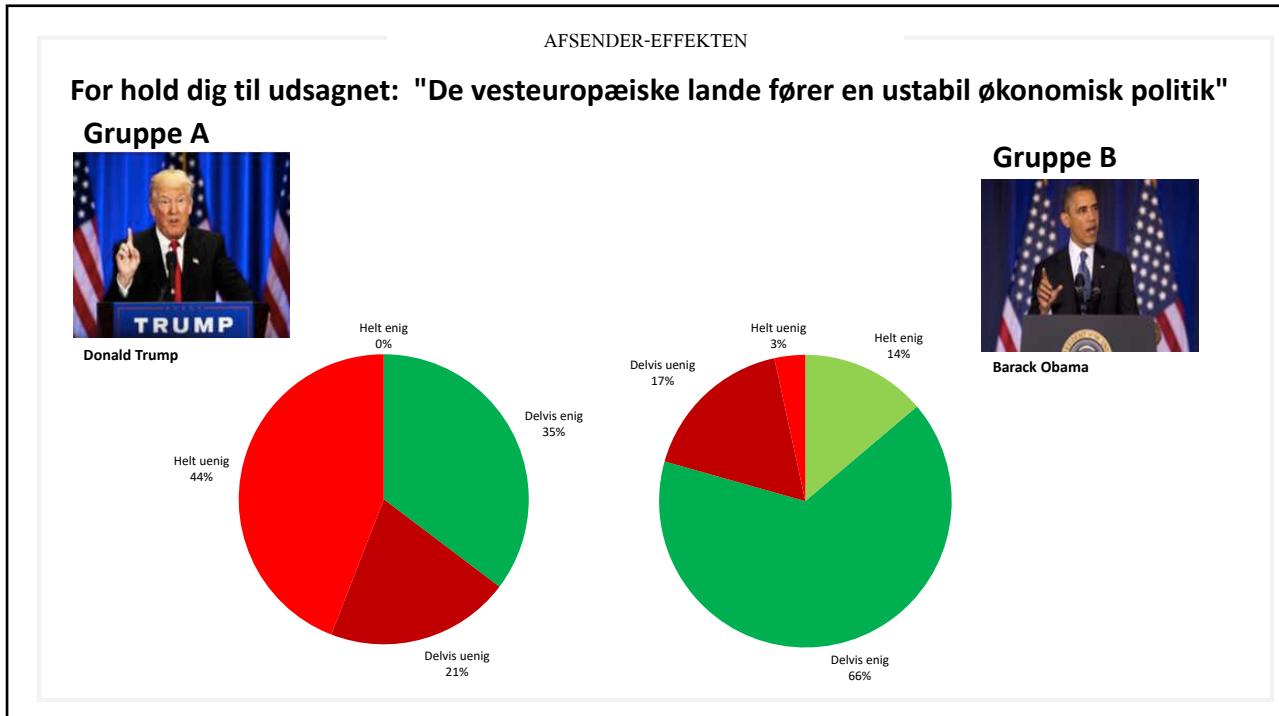


**"De vesteuropæiske lande fører en ustabil økonomisk politik."**

- Barack Obama, September 1, 2018

- Helt enig
- Delvis enig
- Delvis uenig
- Helt uenig

53



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55

MOTIVER



Pelle Guldborg Hansen©

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ADFÆRDSINDSIGT

**GØR DET LET MED  
GRUNDINDSTILLINGER**

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EFFEKten AF OPT-IND VS. OPT-UD PÅ VACCINATION

**Group 1**

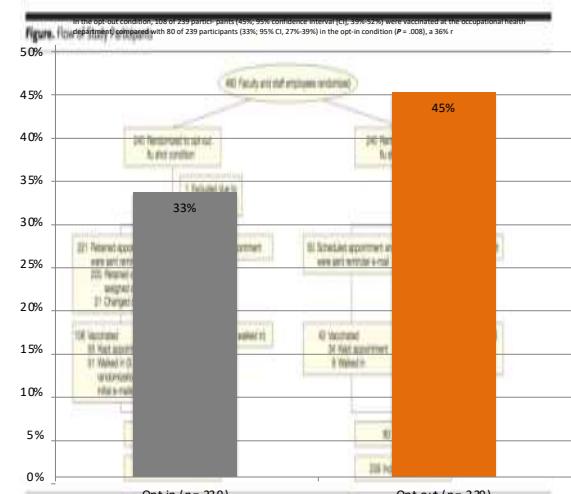
The opt-out condition received an e-mail from the university occupational health department explaining that the participant had been scheduled for an appointment, three days earlier. A hyperlink followed the e-mail to the appointment booking system.



**Group 2**

those in the opt-in condition received an e-mail containing the seasonal flu facts were provided a link to a Web page where they could schedule an appointment

In the opt-out condition, 108 of 239 participants (45%, 95% confidence interval [CI], 39%–52%) were vaccinated at the occupational health department compared with 80 of 239 participants (33%, 95% CI, 27%–39%) in the opt-in condition ( $P = .008$ ), a 36% reduction.



Group	n	Percentage
Opt-in	239	33%
Opt-out	239	45%

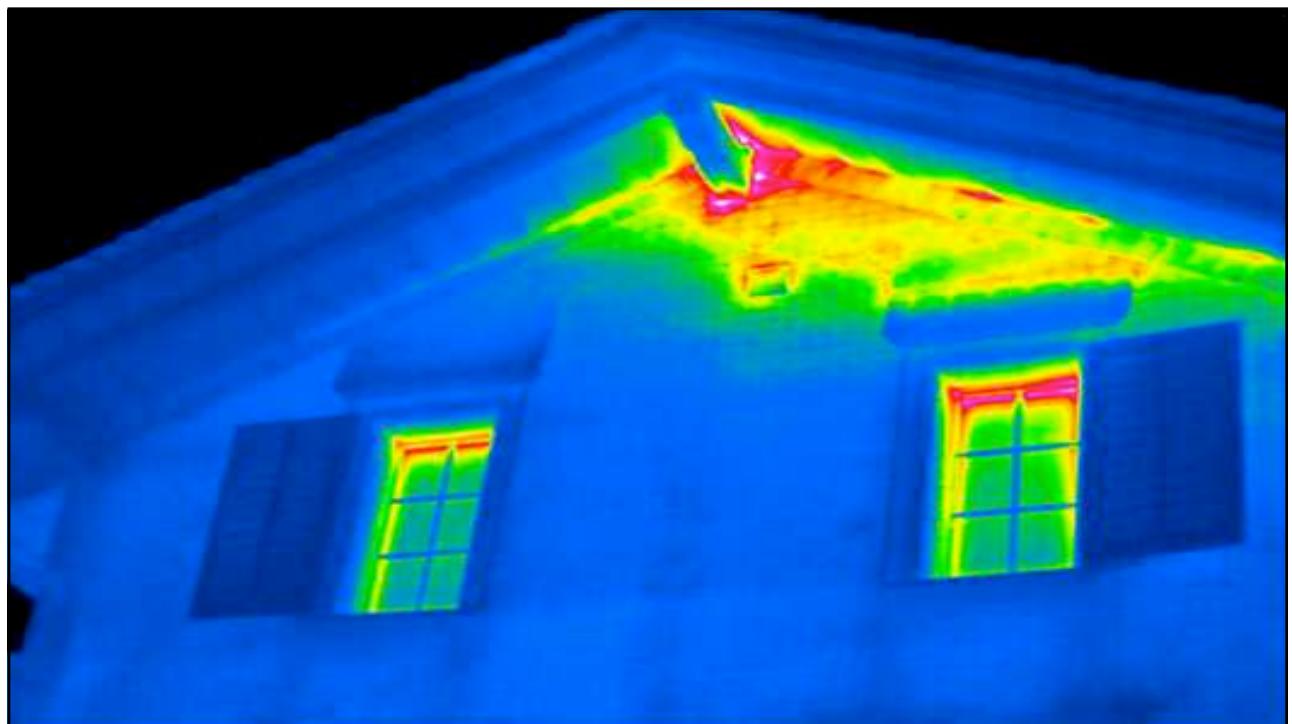
Chapman GB, Li M, Colby H, Yoon H. Opting in vs opting out of influenza vaccination. JAMA, 2010; 304(1): 43–4.

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ADFÆRDSINDSIGT

# GØRT DET LET, ARBEJD MED FRIKTION

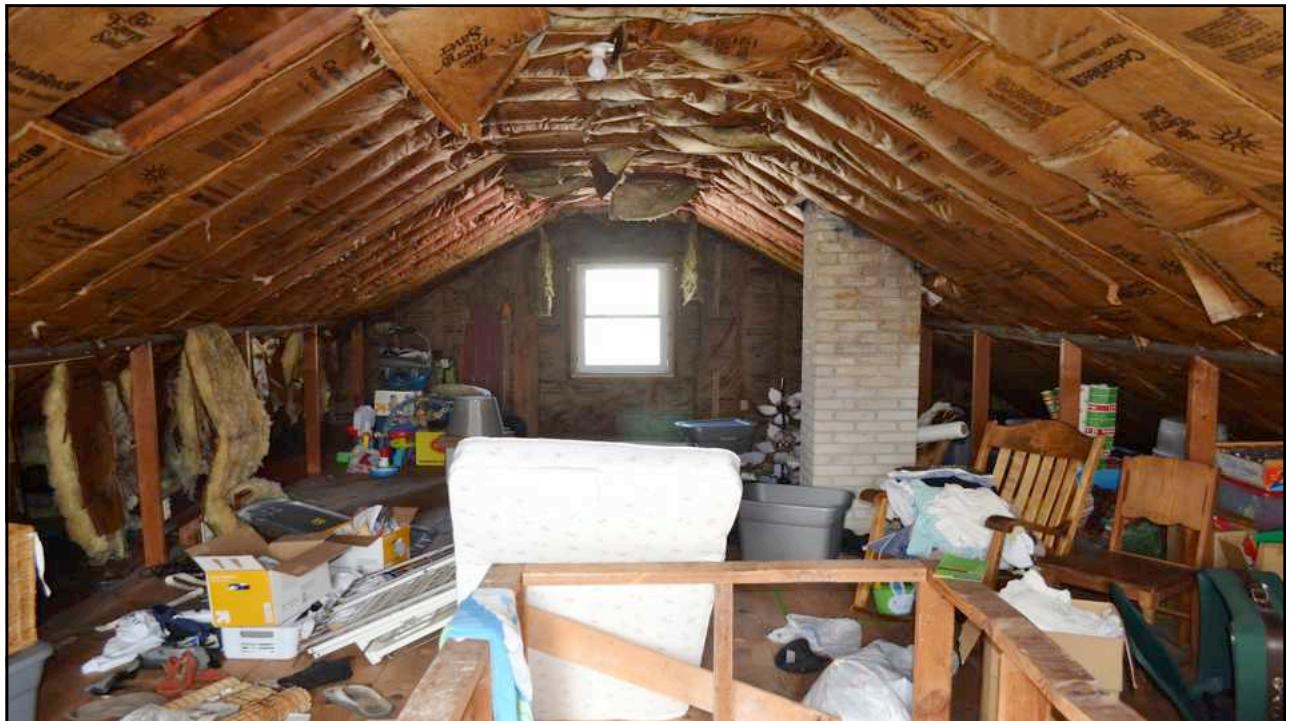
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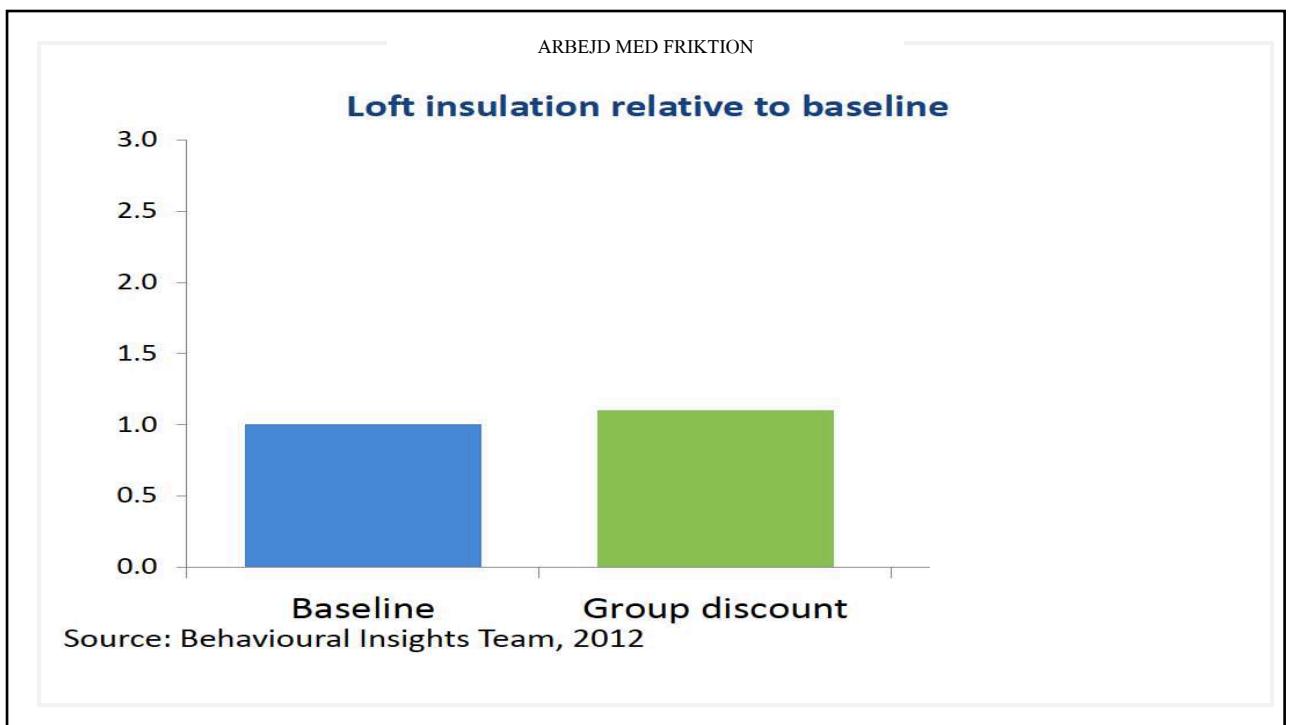
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62

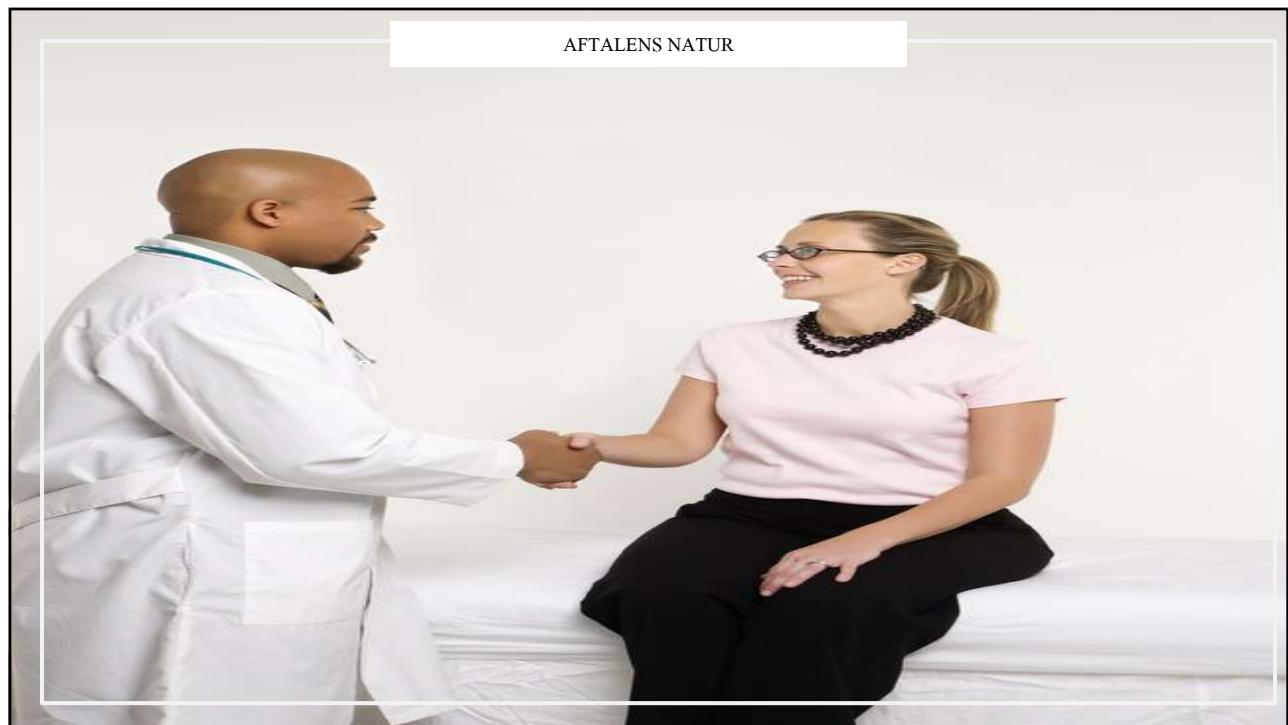


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ADFÆRDSINDSIGT  
**FORPLIGTELSENS BÅND**

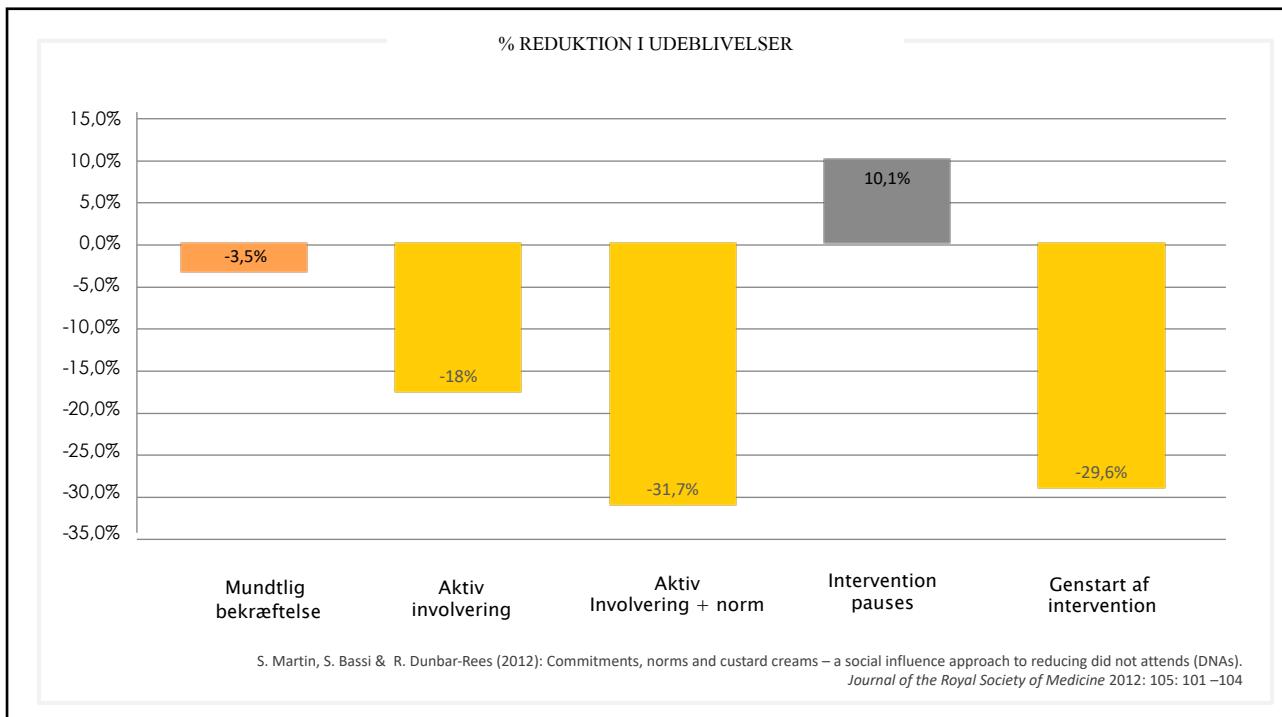
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AFTALENS NATUR



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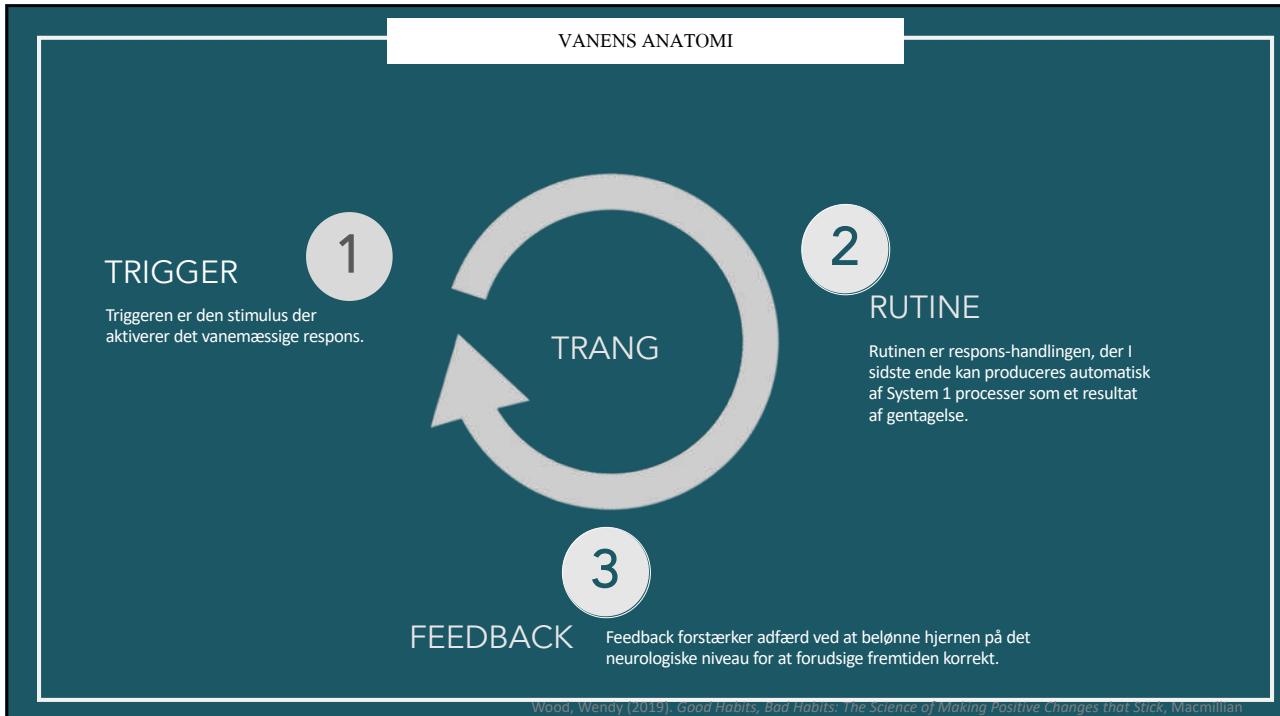
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74



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76

## ADFÆRDSBASEREDE TEKNIKKER TIL GODE VANER & RUTINER

94

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IMPLEMENTERINGSINTENTIONER

Når/hvis [...], så [...]

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IMPLEMENTERINGSINTENTIONER

Når/hvis [...], så [...]

1. Når jeg er færdig på arbejde, så pakker jeg arbejdspladsen ned
2. Når jeg sætter mig ned for at arbejde, så lægger jeg en pose snakgulerødder ved siden af computeren

99

## HABIT STACKING

## Når/hvis [...], så [...]

1. Når the-kedlen koger, så laver jeg serie af strækøvelser
2. Når jeg har lavet strækøvelser, så sætter jeg telefonen i opladeren
3. Når jeg har sat telefonen i opladeren, så tager jeg snackgulerødder ud af køleskabet
4. Når jeg har taget snackgulerødder ud af køleskabet, så går jeg ind ved computeren og lægger dem ved siden af
5. Når jeg har lagt gulerødderne, så sætter jeg mig ned og tjekker e-mails
6. Når jeg har tjekket e-mails, så lukker jeg e-mail klienten.

100

## INCREMENTAL CHANGE

I ny (lille)vane om dagen

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