PUR – Irracionality in Design

Irrationality
Behavioral Economics
Persuasive / Seductive Design
Today’s Questions

Do we do optimal decision?
Are humans rational beings?
Do we control our behavior?

What are the design implications?
What are the ethical implications?
Human Is Rational And Future Is Bright!
Really?
The ego is not master in its own house.

(Sigmund Freud)
Irrationality

Cognitive acts in violation of the rules of logic (Thinking, talking, acting…)

PUR - 2
Irrational Behavior

Believed to be fully rational

Lack of understanding of one’s own interests (actual ones vs. believed ones)

Influence of interests hidden to conscious mind
Irrational Behavior (Dunning-Kruger Effect)
Irrational Behavior?
Optimism Bias

DANGER POISON!

- Acetone (solvent)
- *Naphtylamine (used as rocket fuel)
- Methanol (used as rocket fuel)
- *Pyrene (moth-repellent)
- Naphtalène (moth-repellent)
- Nicotine (used as a herbicide and insecticide)
- *Cadmium (used in batteries)
- Carbon monoxide (found in exhaust fumes)
- Vinyl chloride (used in plastic materials)
- Cyanhydric acid (used in the gas chambers)
- Ammoniac (detergent)
- *Urethane
- Toluene (industrial solvent)
- Arsenic (lethal poison)
- *Dibenzacridine
- *Polonium 210 (a radioactive element)
- DDT (insecticide)

**STOP SMOKING!**

*Known carcinogenic substances
Homo Economicus -> Behavioral Economics

“...a being who desires to possess wealth, and who is capable of judging the comparative efficacy of means for obtaining that end.”

(John Stuart Mill, 1806 - 1873)

Classical theories (+ rational choice theory) -> Behavioral Economics (incl. cognitive biases)
Cognitive Biases

FAE – Fundamental Attribution Error (under-emphasize situational influences, over-emphasize personal qualities)

Confirmation bias (relates to cogn dissonance)

Stereotypes

Illusory correlation

Egocentric bias

Belief bias (conclusion spoils argument)

Loss aversion (loss>gain)
Framing Effect – Tversky, Kahneman

Program A: "200 people will be saved"
Program B: "there is a one-third probability that 600 people will be saved, and a two-thirds probability that no people will be saved”

72 percent of participants preferred program A (the remainder, 28 percent, opting for program B).
Framing Effect – Tversky, Kahneman

Program C: "400 people will die"

Program D: "there is a one-third probability that nobody will die, and a two-third probability that 600 people will die"

78 percent preferred program D, with the remaining 22 percent opting for program C
An Example

A bat and ball cost $1.10.

The bat costs one dollar more than the ball. How much does the ball cost?
Kahneman’s Systems

System 1 – Fast
Operates automatically and quickly, with little or no effort and no sense of voluntary control

System 2 – Slow
Allocates attention to the effortful mental activities that demand it, including complex computations. The operations of System 2 are often associated with the subjective experience of agency, choice, and concentration

The lazy one
Daniel Ariely
Irrelevant Alternatives

Economist experiment (Ariely)

Option 1, One Year Online Subscription – $59
Option 2, One Year Print & Online Subscription – $125
Irrelevant Alternatives

Economist experiment (Ariely)

Option 1, One Year Online Subscription – $59
68%

Option 2, One Year Print & Online Subscription – $125
32%
Irrelevant Alternatives

Economist experiment (Ariely)

Option 1, One Year Online Subscription – $59
Option 2, One Year Print Subscription – $125
Option 3, One Year Print & Online Subscription – $125
Irrelevant Alternatives

Economist experiment (Ariely)

Option 1, One Year Online Subscription – $59
16% (68%)

Option 2, One Year Print Subscription – $125
0%

Option 3, One Year Print & Online Subscription – $125
84% (32%)
Irrelevant Alternatives and Dating (Ariely)
Are Austrians so Open-Minded?

![Bar chart showing effective consent percentage for various countries.](chart.png)
Seductive Design (Stephen Anderson)

Seduction:
Process of deliberately enticing a person to engage in some sort of behavior

Personality psychology
Social psychology
Gamification
Humor, fun
LinkedIn Profile Completing

Sequencing

Appropriate Challenge

Status / Competition (overcoming myself / others)

Achievement

Already started process
Surprise

Learn how to write highly compelling copy that immediately grabs your reader’s attention ... moves them into action ... and sends your response rates soaring!

THE COPYWRITER’S WORKSHOP
The Complete Course on Creating Killer Copy for Both Traditional and E-Media
2 vstupenky na prohlídku Lobkowiczkého paláce

Umělecké sbírky v Lobkowiczově paláci na Pražském hradě. Muzeum vás provede audiopříručkou dostupnou v češtině i v cizích jazycích. Navíc získáte slevu do kavárny a do e-shopu Lobkowicz.

Koupit za 275 Kč  550-Kč  737 zákazníků  6:24:20 do konce

Jak dlouho ještě můžete nabídku koupit?
Gamification – Integration of Game Dynamics

Incentivizing desired user actions
Engagement
Stickiness
Loyalty
Challenge / Achievement / Competition
Social Proof / Conformity

★ ★ ★ ★ ★
"The best antivirus right now."
November 16, 2013 | By offerPop6216673
Version: AVG AntiVirus Free 2014 2014.0.4158

Pros
Sleek interface. Many more features than other free antivirus software. Hasn't slowed my PC at all; a welcome change compared to Avast.

Cons
So far I haven't found any.

Was this review helpful? (0) (0)

Last week 7,162 companies signed up for Basecamp to manage their projects.
Today it's your turn.

I keep track of project discussions, files, and events from beginning to end—all in one place. It's great!

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You'll be up and running in less than a minute.
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We're already protecting 172 million active users. Join them and be secure knowing we've got it taken care of so you can get on and just be yourself.
Cold drink causing a short, sharp sensation?
It could be Tooth Sensitivity.

I recommend Sensodyne Toothpaste.

- Dr. Sprow Condino, University of the US

Sensodyne is the short, sharp sensation experienced when eating or drinking something hot or cold. This is caused when dentine, the inner core of the tooth surrounding the nerves, gets exposed. This can lead to other problems, if not treated. Try our Sensodyne Toothpaste which is trusted by millions around the world. Right from the first brushing, Sensodyne Toothpaste starts to form a protective barrier around the nerves, giving you long-lasting protection in just 2 weeks.

Try Sensodyne Toothpaste for clinically proven relief from sensitive teeth.

Brush thoroughly twice a day or as directed by dentist.
Reciprocity - PUMP

Stronger when personalized
Stronger when unexpected
Stronger when meaningful
Stronger when pleasantly packaged
WIN! WIN!
TWO WAYS TO PLAY
FOR GREAT PRIZES AND
$100,000!*

THE CPK “DON’T OPEN IT”
THANK YOU CARD

To you, from CPK. But seriously, DON’T open it.
We’ll do it for you on your next visit.

(EVERY CARD IS A WINNER)

*see back for details
Persuasive Profiling

Combination of multiple persuasive techniques is counter-productive

Detection and personalization of persuasive techniques for individuals

Individual persuasive profile stays consistent across various domains
Ethical Issues

Customers’ Interests  CX  Company’s Interests

UX
Pick Your Side

Dark design patterns
Manipulation
Lies
Disrespecting customers’ will

$$$$
Wanna Learn More?

Seductive Interaction Design

Persuasive Technology

The Art & Science of Seductive Interactions

Thinking, fast and slow

Predictably Irrational

NOBEL LAUREATE IN ECONOMICS

DCGI
And more?

"That's all Folks!"