

Kā izdarīt labāk nekā parasti

Ivars Austers



Valsts kanceleja

NACIONĀLAIS
ATTĪSTĪBAS
PLĀNS 2020



EIROPAS SAVIENĪBA

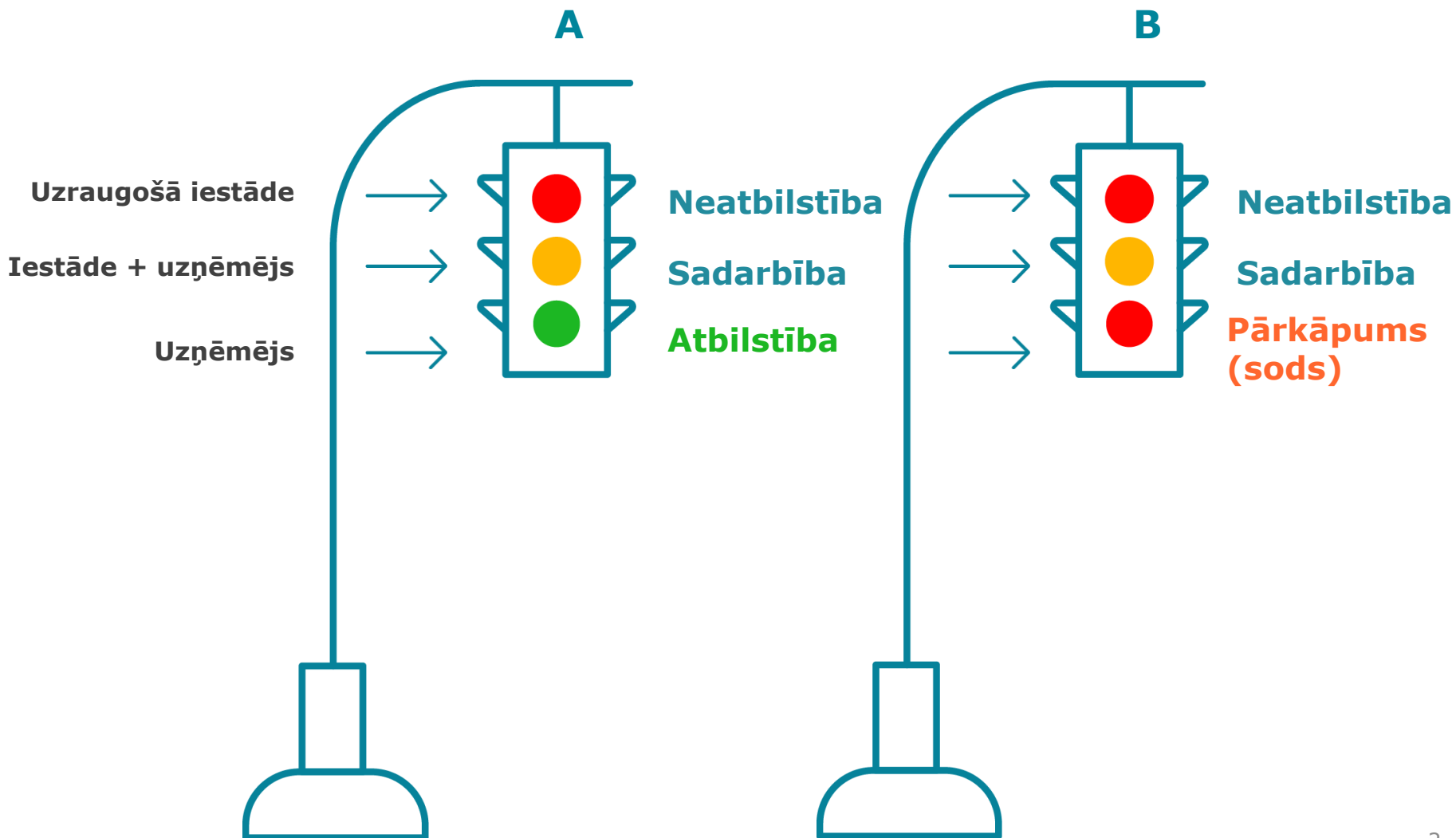
Eiropas Sociālais
fonds

IEGULDĪJUMS TAVĀ NĀKOTNĒ

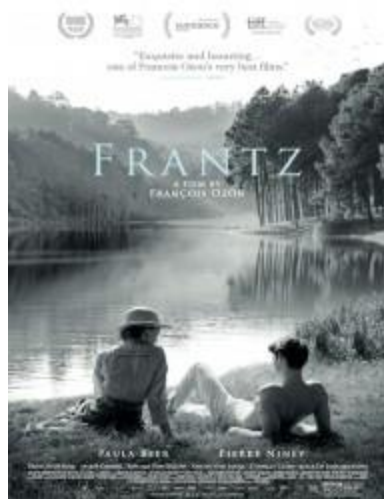


Ekonomikas ministrija

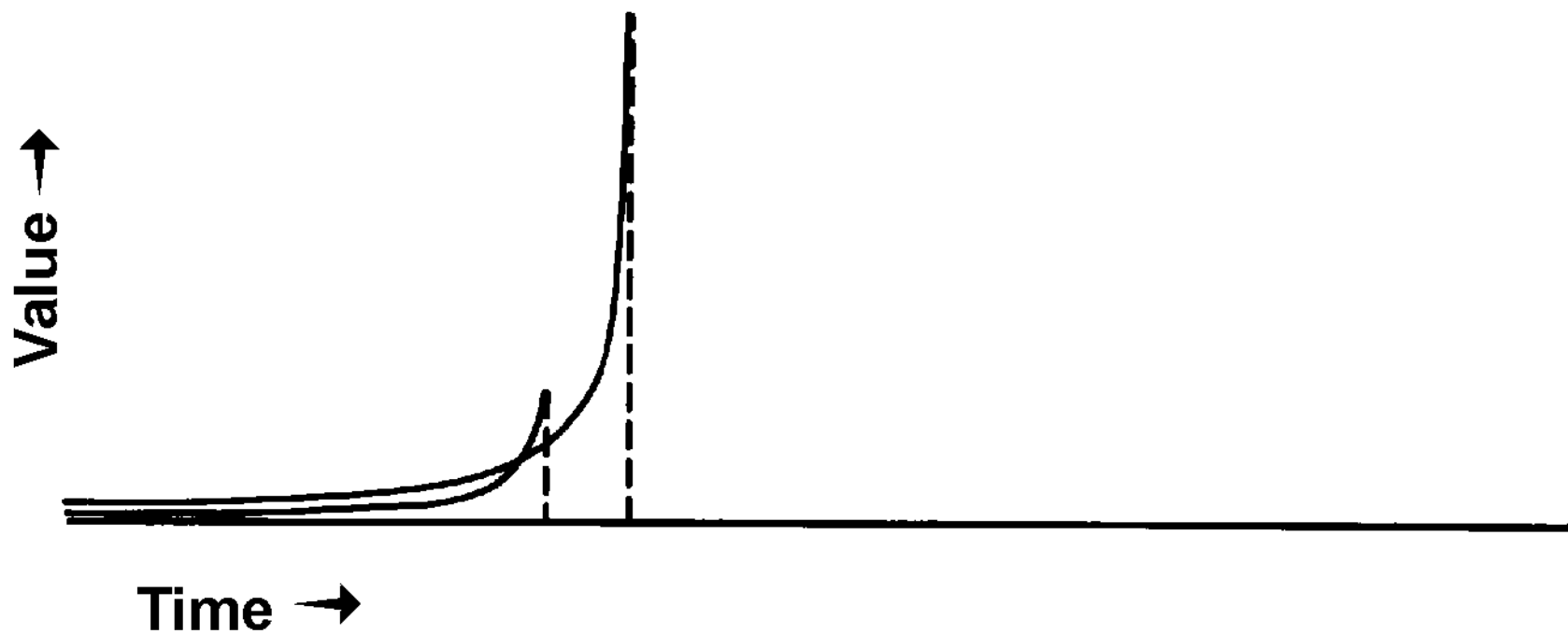
«Konsultē vispirms» algoritms

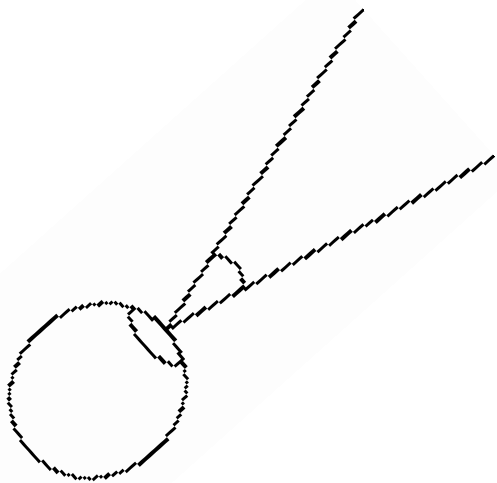


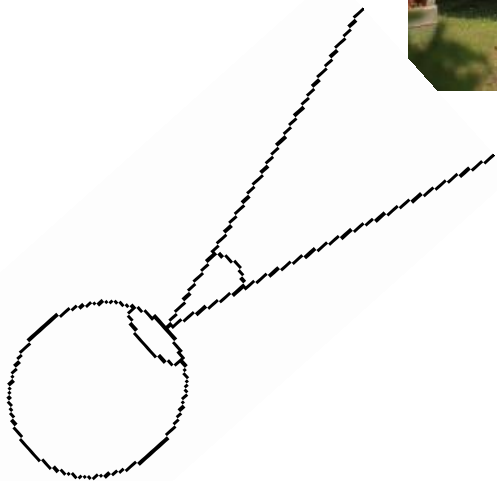
Sestdien iesim uz kino



Hiperboliskā diskontēšana (Ainslie)







1. stimulus



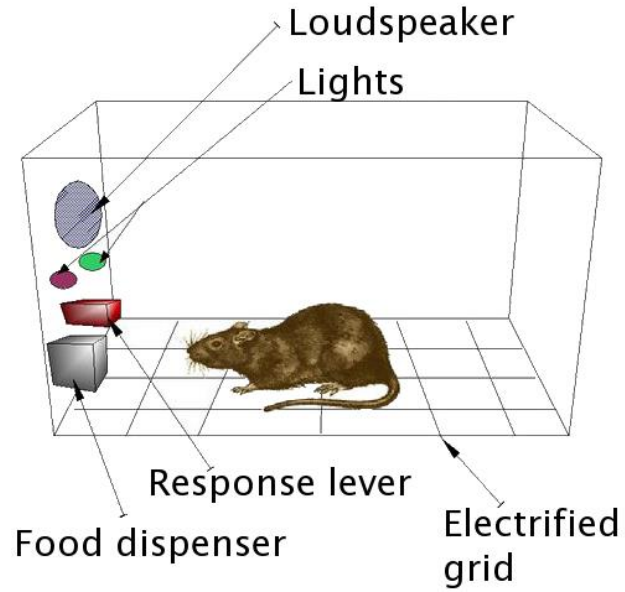
reakcija



pastiprinošais stimulus



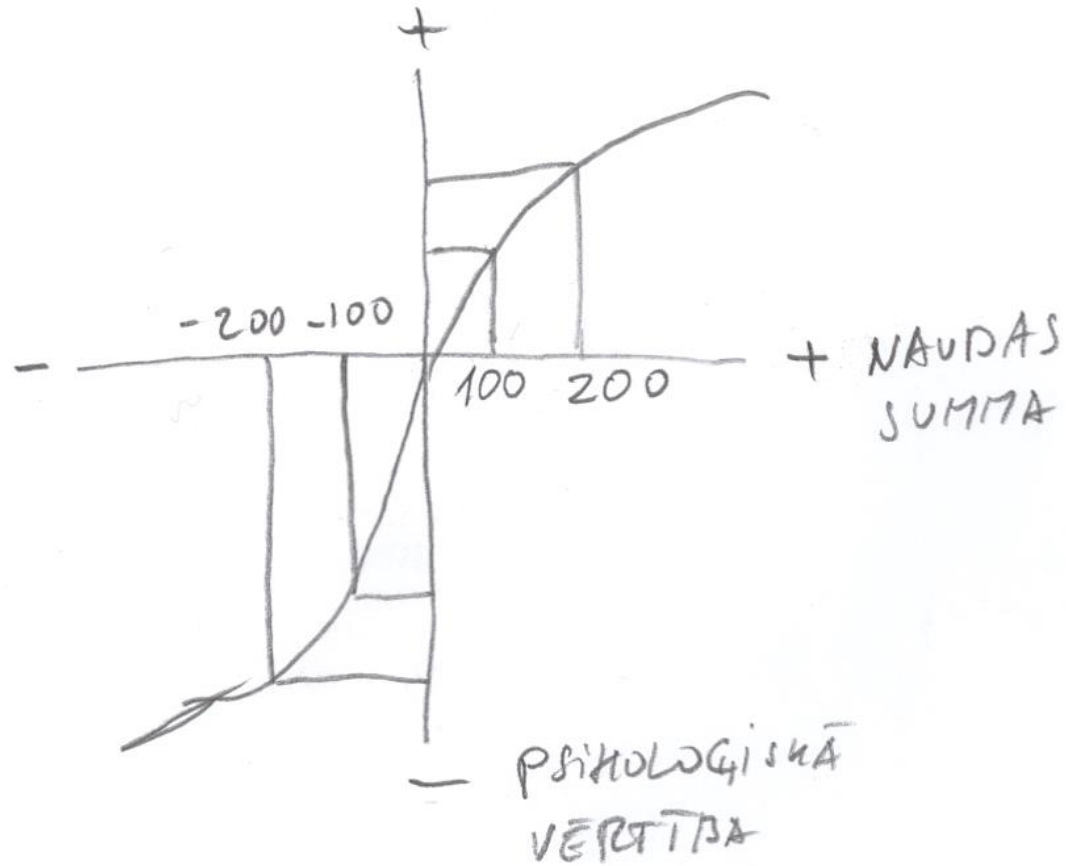
?



Skinner's

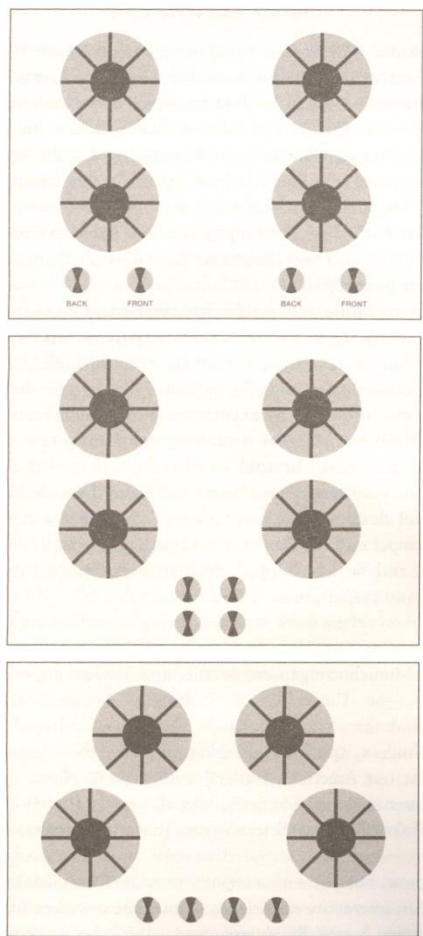
Izredžu teorija

(Kahneman & Tversky)



Ko darīt?

Izvēles arhitektūra



Norman, 1990, The Design of
Everyday Things

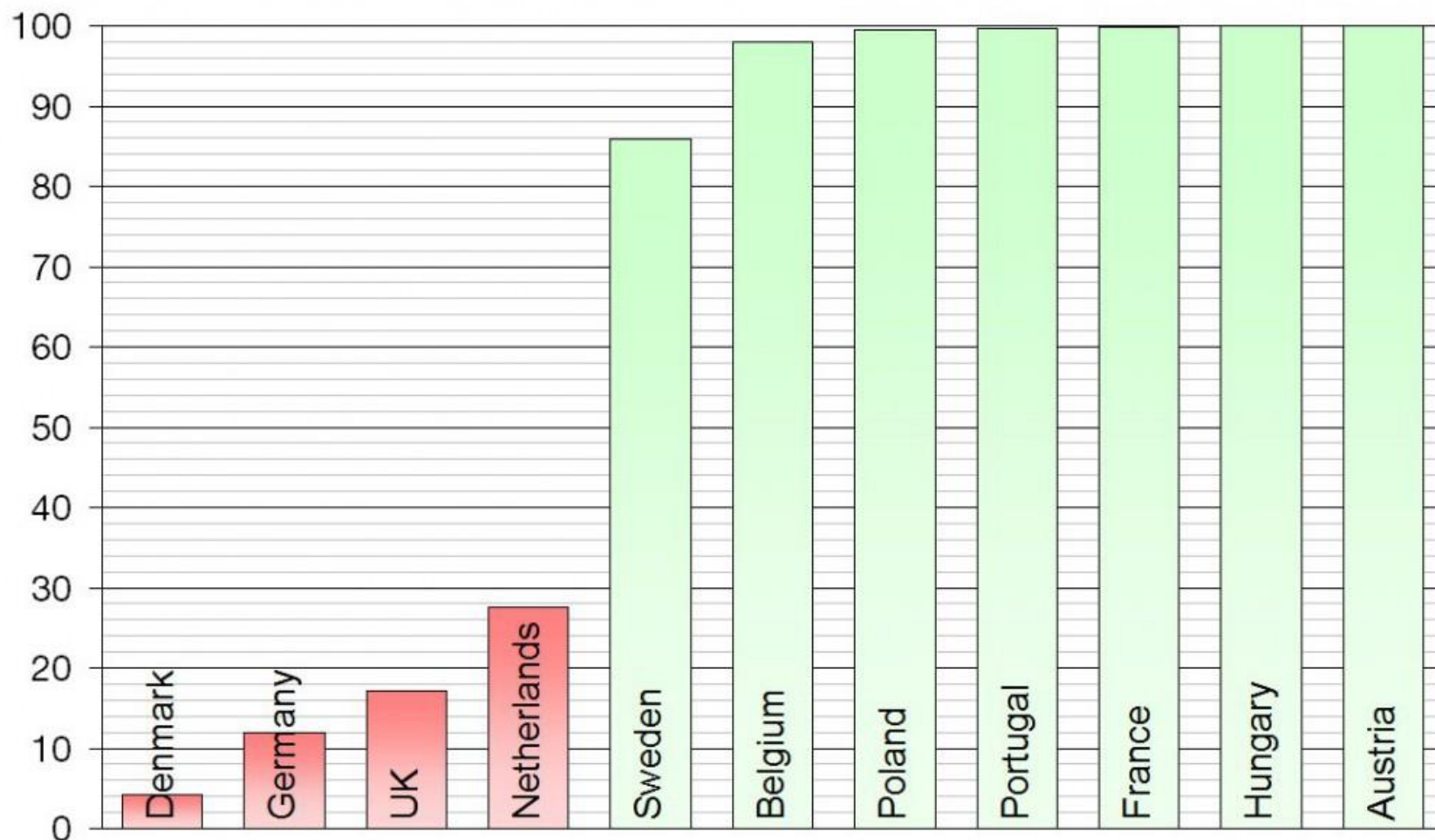
Ikdienas piemēri

- Laiks
- Attālums
- Niecīga samaksa



US Pat. No. D540, 500
© 2007 EcoTrio, LLC

Atļauja izmantot orgānus pēc nāves

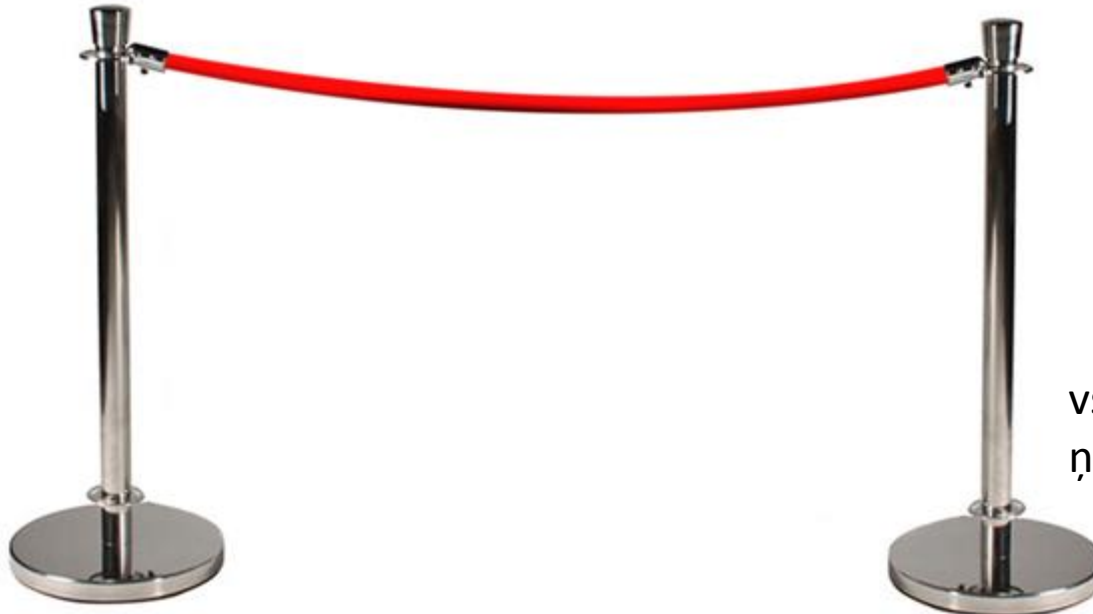


NĒ, ja neesi pateicis JĀ

JĀ, ja neesi pateicis NĒ

Izmaksas (transaction costs)

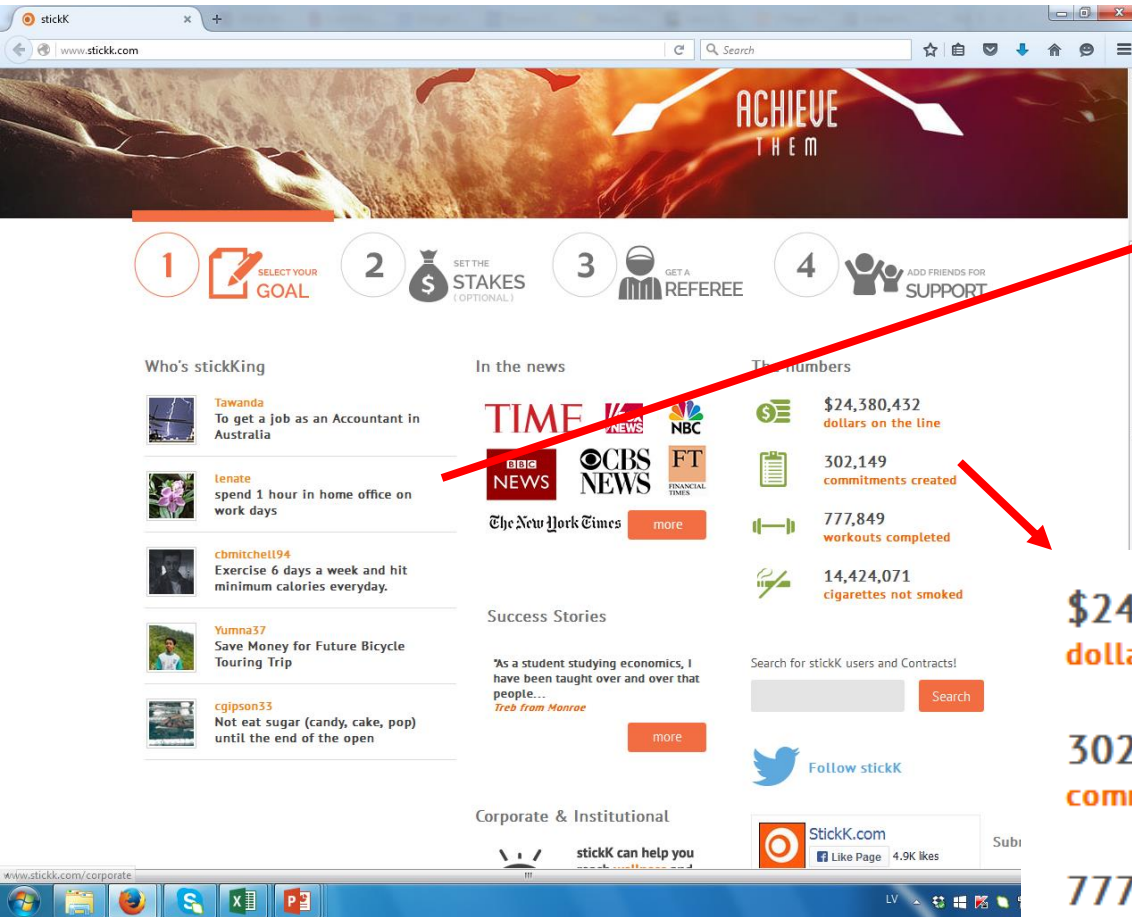
(Soman, Xu, Cheema, 2010)



54% iet otrreiz
ņemt ēdienu

vs. 23% iet otrreiz
ņemt ēdienu

stickk.com



Who's stickKing



Tawanda
To get a job as an Accountant in Australia



lenate
spend 1 hour in home office on work days



cbmitchell94
Exercise 6 days a week and hit minimum calories everyday.



Yumna37
Save Money for Future Bicycle Touring Trip



cgipson33
Not eat sugar (candy, cake, pop) until the end of the open

\$24,380,432
dollars on the line

302,149
commitments created

777,849
workouts completed

14,424,071
cigarettes not smoked

Paldies!

austers@lu.lv