

Concept Ecosystem

8 General Drivers Behind a Decision

Use this to...

Use this poster to see the relationships between the different levels of behavioral economics concepts. The eight drivers are separated into four decision making factors and four decision making shortcuts. Concepts are organized into different levels of specificity – moving from the most overarching in the center to the more granular on the outside. Relationships are identified by solid lines (primary) and dashed lines (secondary).

