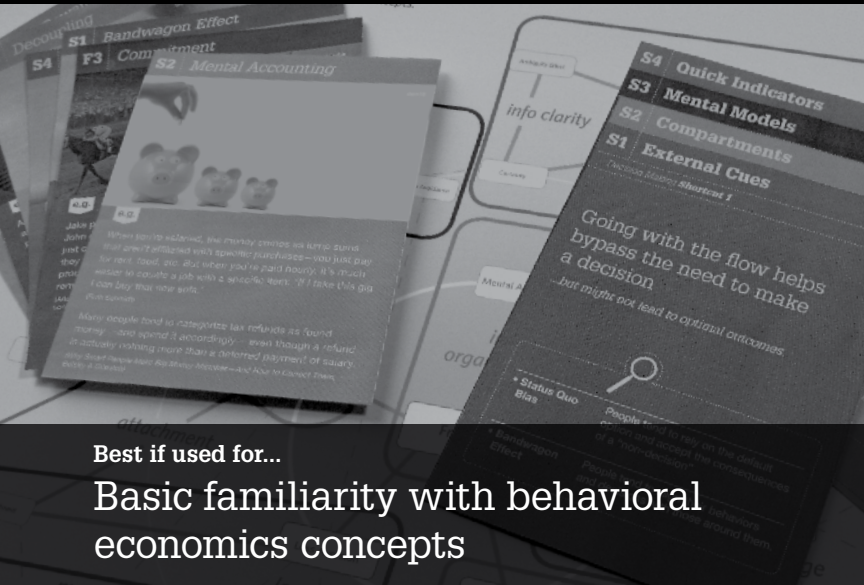


Reference Cards



Best if used for...

Basic familiarity with behavioral economics concepts

Use these cards to develop a basic understanding of behavioral economics concepts. These reference cards are by no means a complete or comprehensive collection of all behavioral economics concepts; they are a selection meant to provide enough depth and coverage to help establish a foundation.

Terms on the reference cards are categorized into four decision-making factors and four decision-making shortcuts. Each category includes an index card that provides an overview of the category and suggestions for related design strategies.

Decision-Making Factors

F1: Expectation

- Anticipation of Rewards
- Impact Bias
- Placebo Effect
- Surprise & Adaptation

F2: Time

- Attentional Collapse
- Decoupling
- Hyperbolic Discounting
- Impact Bias
- Intertemporal Choice
- Optimism Bias
- Planning Fallacy

F3: Loss

- Commitment
- Hedonic Framing
- Loss Aversion

F4: Ownership

- Actor-Observers Bias
- Endowment Effect

Decision-Making Shortcuts

S1: External Cues

- Bandwagon Effect
- Status Quo Bias

S2: Compartments

- Business v. Social Norms
- Choice Bracketing
- Framing
- Identity
- Mental Accounting

S3: Mental Models

- Diagnosis Bias
- Information Avoidance
- Resolving Cognitive Dissonance

S4: Quick Indicators

- Ambiguity Effect
- Anchoring
- Availability
- Certainty Bias
- Clustering Illusion
- Diagnosis Bias
- Representativeness
- Segregation Effect

Card Anatomy...

Category Index Card

Category Label

Category Description

Overview of Related Concepts



front



back

Design Strategies

Concept Reference Card

Category Label

Concept Name

Concept Definition

Example



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User Modes in which this concept may be at play

Design strategies specific to this concept