

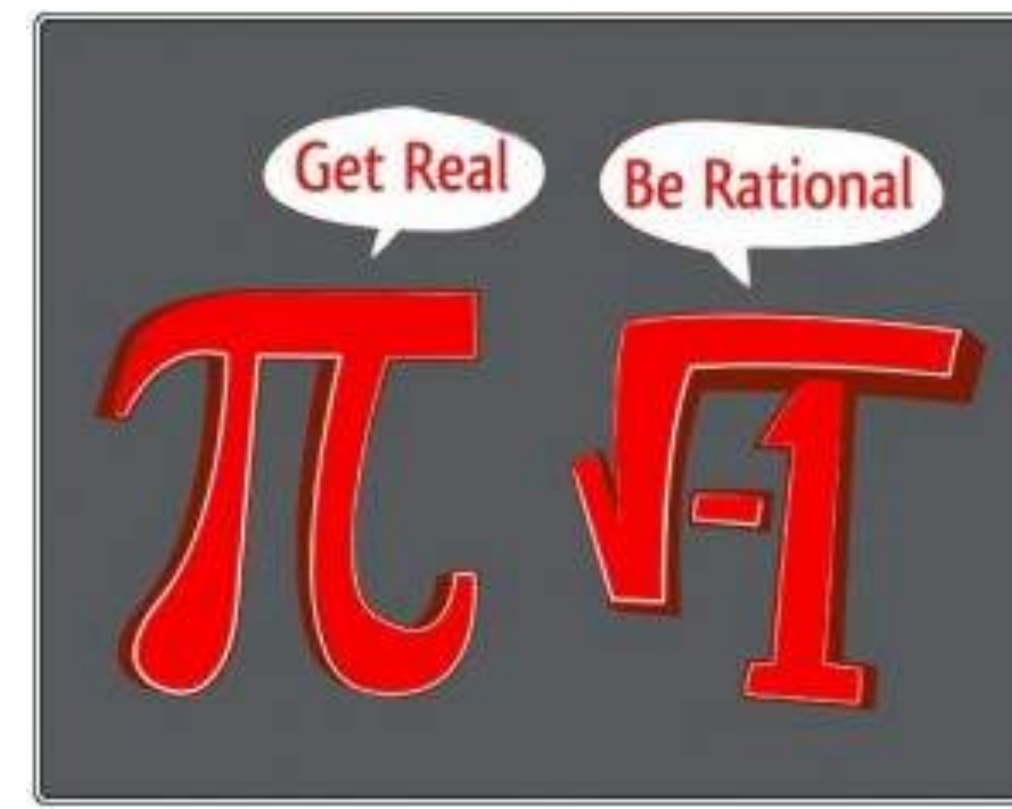
# Are SCIENTISTS



NORDIC MARINE THINK TANK

@dorothydankel

# PREDICTABLY



# IRRATIONAL?

How can we "nudge" people towards science-based solutions?

we think so!\*

## Example 1: How to encourage seatbelt use?

These signs from the United States threaten a fine (ticket) and law-breaking to encourage seatbelt use.



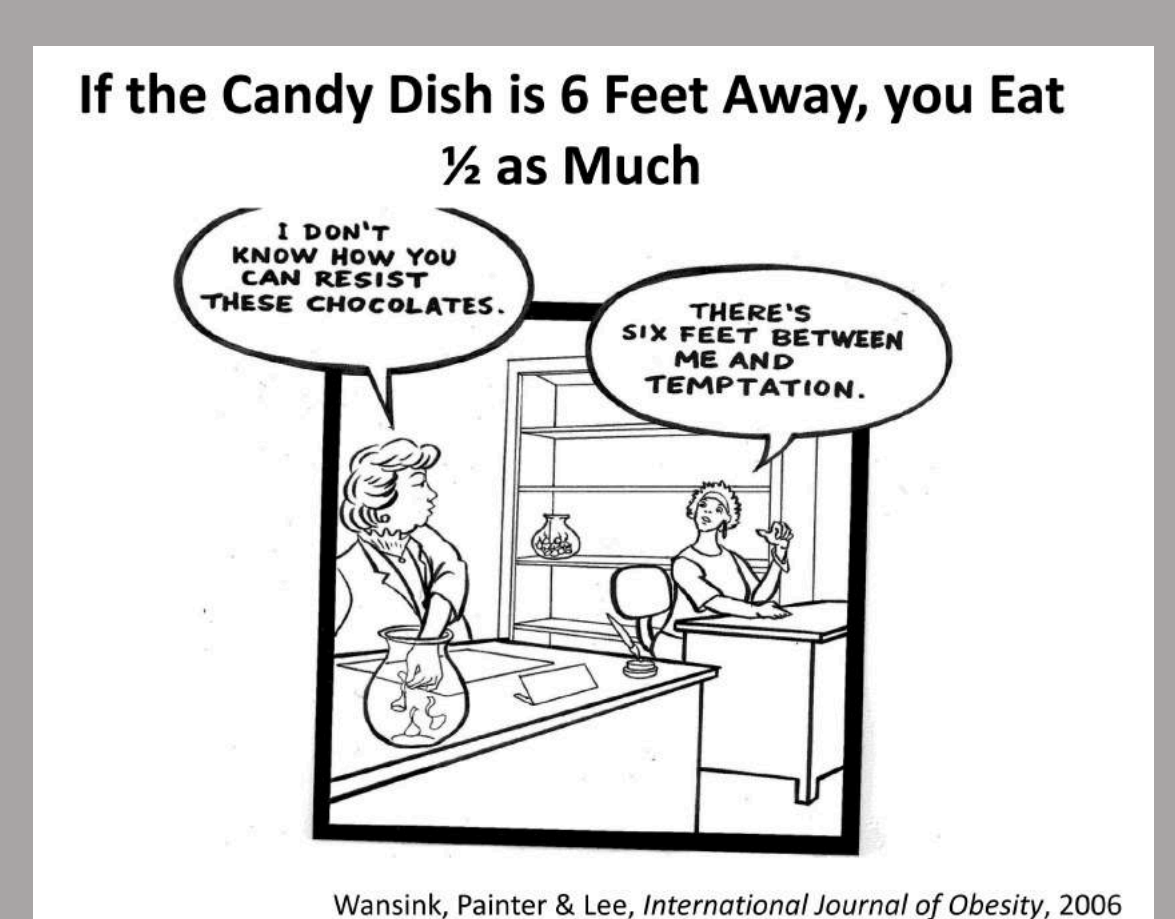
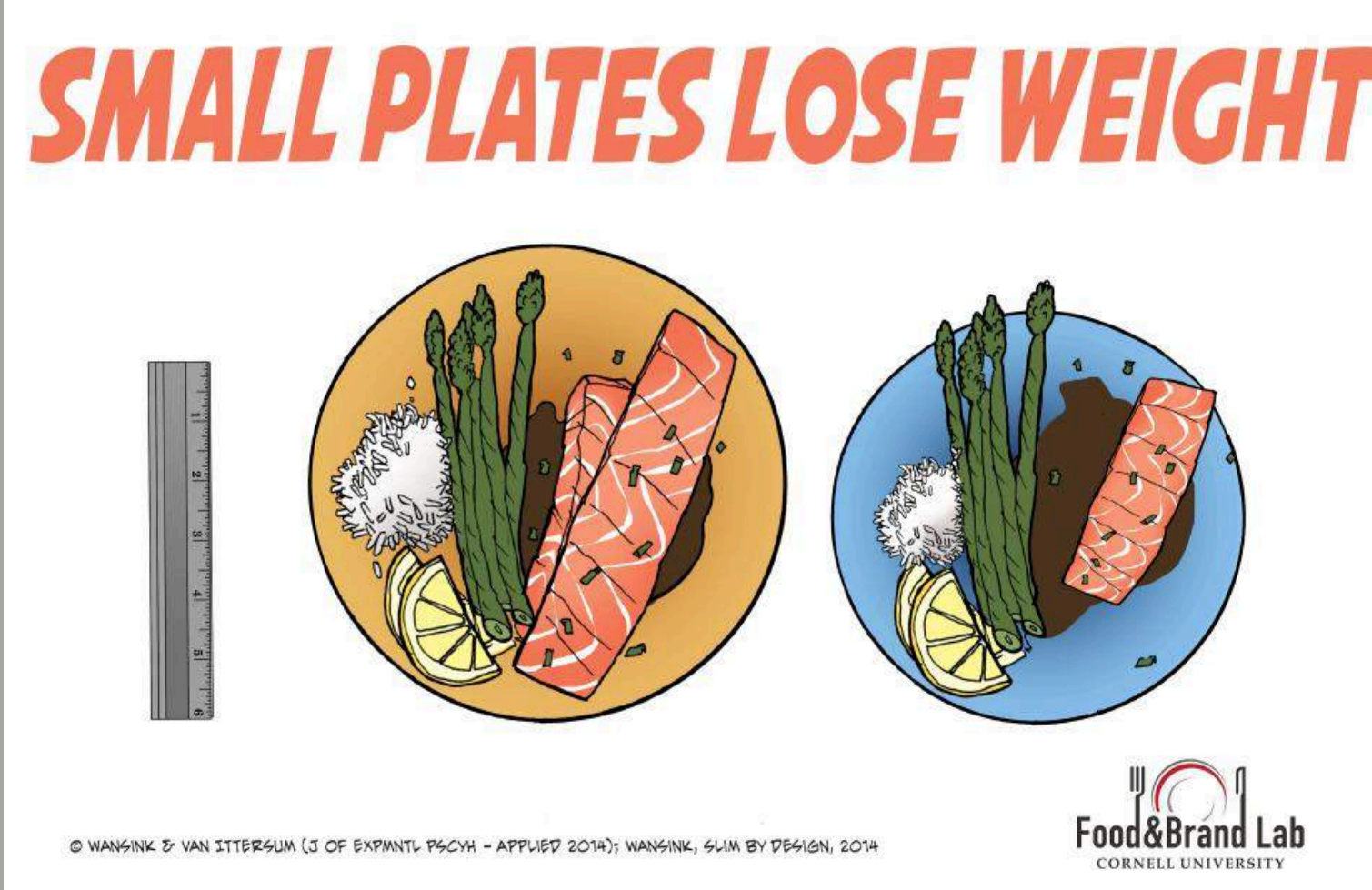
These signs from Norway use pictures of children and the terms "Over the speed limit?" & "Remember you seatbelt" to encourage seatbelt use. The use of these pictures evokes an emotional response, which has been shown to increase desired behaviors.



VS.

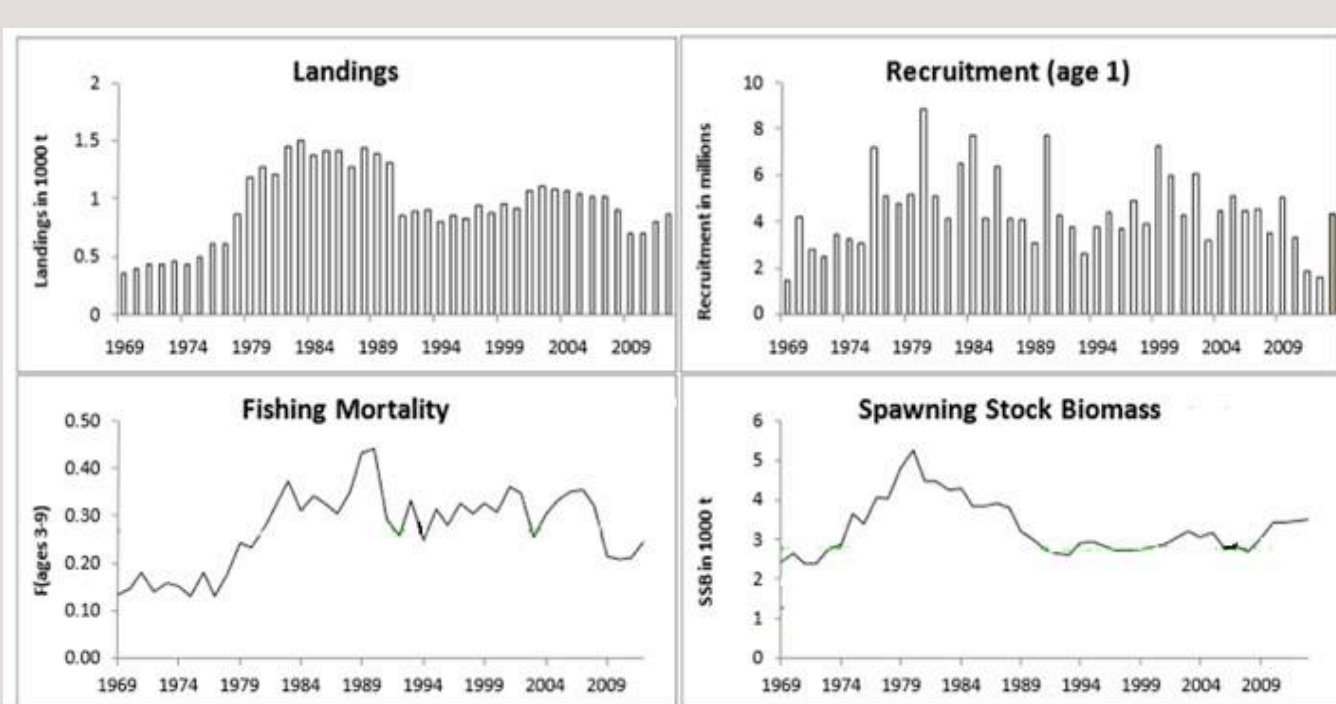
## Example 2: How to encourage smaller food portions?

The Food & Brand Lab at Cornell University in the United States conducts research on eating behavior and obesity. They have research that shows that visual cues are an important factor in the amount of food consumed.



## WHY DOES THIS MATTER TO ME IN MY WORK?

As scientists, especially those involved in Advisory Committee Expert Groups (ACOM), we are routinely asked to formulate and provide scientific advice. But how should this be done, considering that humans are predictably irrational?



Which Catch Option (in the table below) would you choose, given the information in this 4-paneled figure?

## Choice Architecture

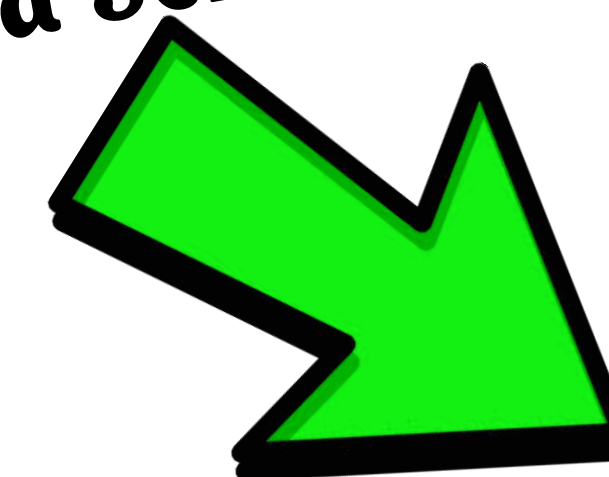
How could ICES "nudge" quota advice clients towards the common goal of sustainability according to behavioral science theory?

Catch Option	Catch (tons)	F <sub>total</sub> (rate of fishing)	SSB after year (tons)	% SSB change
1	483	0.15	3237	+3%
2	628	0.20	3093	-1%
3	764	0.24	2961	-5%
4	832	0.27	2894	-8%

- how many choices should there be?
- what should be the numerical difference between these choices?
- how many significant digits should be used?
- how would color affect choices?

What are YOUR ideas? send to @dorothydankel

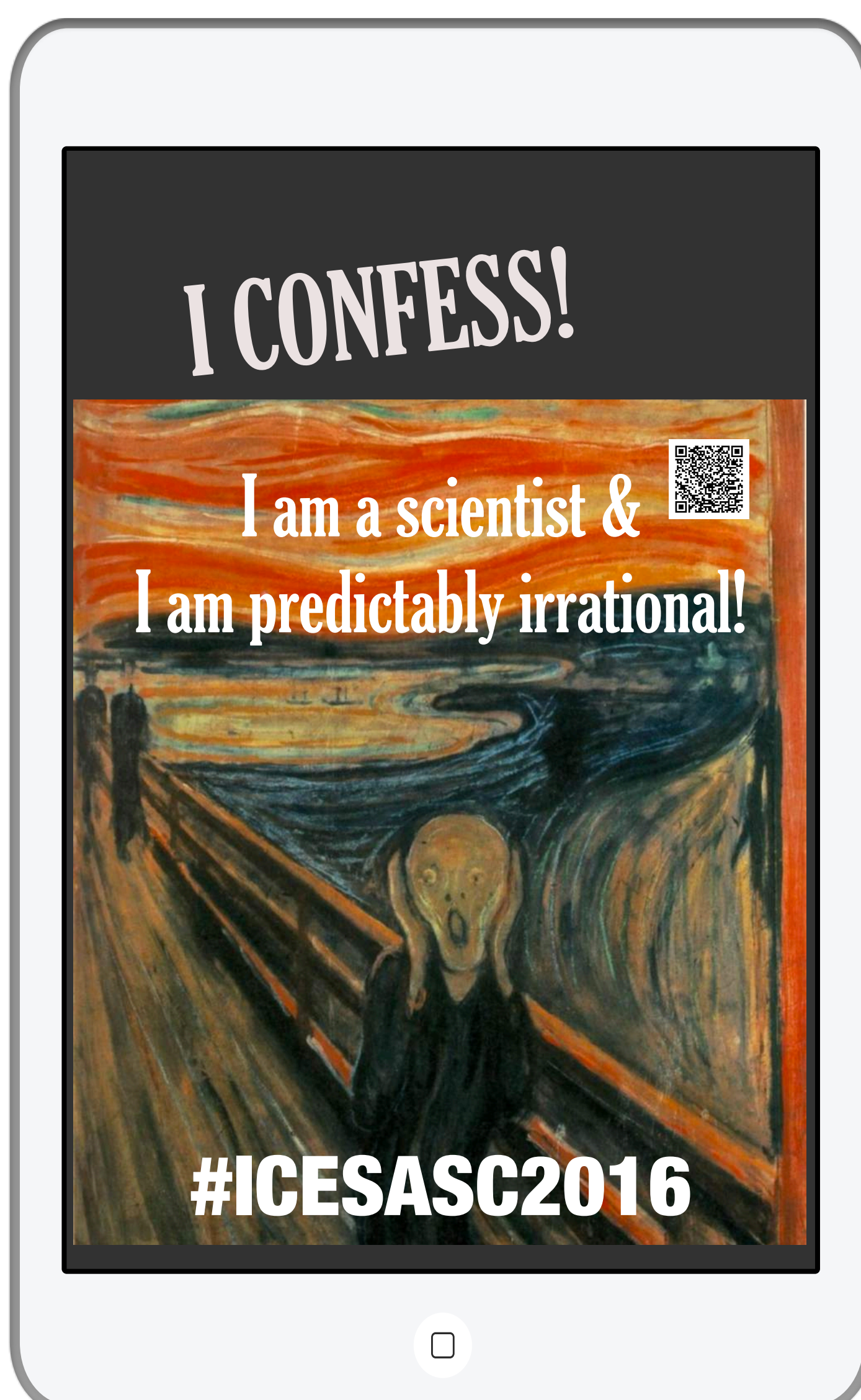
Are you convinced? Take a selfie here!



Quick Poll: Should ICES take on board lessons from behavioral science in its official Advice?

Use this pen to mark your choice

YES NO ?



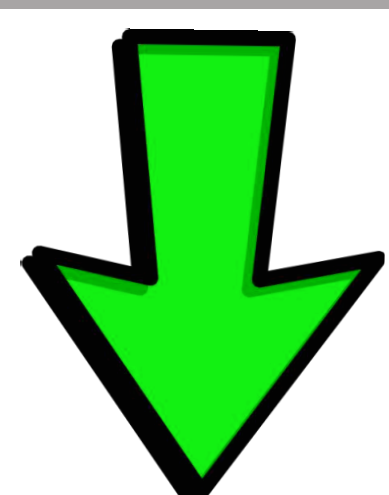
\*For more information, presentations & an interactive session, come to Theme Session B Wednesday September 21, 2016 room Beta 2

Take a survey on your phone here!

Fisheries Scientists Survey

General Survey

this poster by Dr. Dorothy J. Dankel (@dorothydankel) was inspired by interactions with the BehavFish consortium & Sarah Kraak



# Take a paper survey here!

Results will be posted here Wednesday evening

Reference:  
Report of the Workshop  
Insights from Behavioural Economics to Improve Fisheries Management  
jointly funded by ICES and FSBI  
21-23 October 2014 at ICES HQ, Copenhagen, Denmark