

Gedragsbewust Eten

De wetenschap van beïnvloeding

SUE AMSTERDAM

Behavioural Design Academy

The Dark Wisdom

regina.com/nature/the-scientists-who-make-apps-addictive

The Economist 1843 THE ECONOMIST UNWINDS

THE DAILY FEATURES CULTURE DESIGN STYLE TECHNOLOGY FOOD + DRINK TRAVEL SEARCH

THE SCIENTISTS WHO MAKE APPS ADDICTIVE

TECHNOLOGY

Tech companies use the insights of behaviour design to keep us returning to their products. But some of the psychologists who developed the science of persuasion are worried about how it is being used





O1 We hebben te maken met
irrationele humans

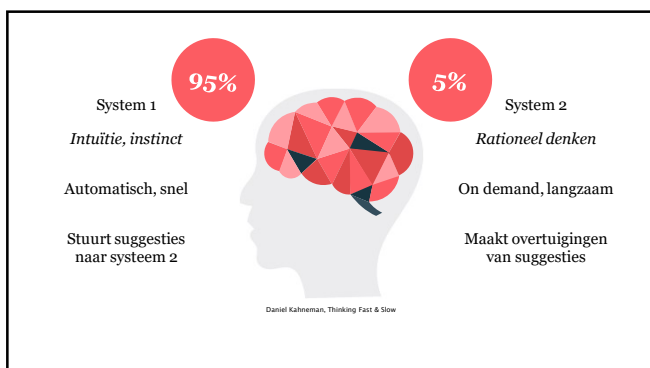


Table B2
Stimuli for Experiment 2

Chicken Marbella Sandwich

The Chicken Marbella Sandwich is a roasted chicken breast sandwich with van dried tomato mayonnaise, field greens, red onions, and tomatoes made to order on your favorite sandwich bread.

Green dominant

MARBELLA CHICKEN SANDWICH

Nutrition Facts

Serving Size 1 Sandwich
Amount per serving
Calories 650

Calories from Fat 240

% Daily Value*

Total Fat	27.5g	55%
Saturated Fat 12.5g	25%	
Trans Fat 0.5g	1%	
Cholesterol 100mg	20%	
Sodium 1,000mg	20%	
Total Crap 10.0g	20%	
Protein 10g		

*Percent Daily Values are based on a  Your daily allowance for higher or lower depending on your other habits.

Red dominant

MARBELLA CHICKEN SANDWICH

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Size: Product descriptions, nutrition facts, and labels were produced by the authors. See the online article for the color version of this table.

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We werken met humans

Econs

- SMART
- RATIONAL
- SELF-INTEREST
- UTILITARY
- ECONOMIC
- THOUGHT-OUT

Humans

- BIASED
- IRRATIONAL
- SOCIAL ANIMAL
- IMPULSIVE
- LAZY
- SHORTCUTS

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Humans in corporates

Enron's Rank&Yank. Ontworpen voor Econs, gemanipuleerd door Humans

Econ beleid en perverse prikkels

Boetes voor bellen tijdens het rijden triggeren nog gevaarlijker rijgedrag





Eetgedrag ontwerpen voor humans

Bda



The Waste Paradox

Mensen kopen en bereiden eten om affectie te tonen.

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Wat betekent dat voor **ontwerpen van**
gezond eetgedrag?

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We gaan er vanuit dat mensen heel bewust keuzes maken.
We leven in het rationele kader van gezond en ongezond.

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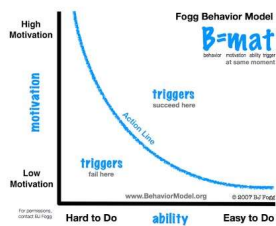
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Vanuit het human frame kom je tot heel andere en wellicht
veel werkbaardere inzichten.

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02 Gedrag wordt beïnvloed door drie factoren

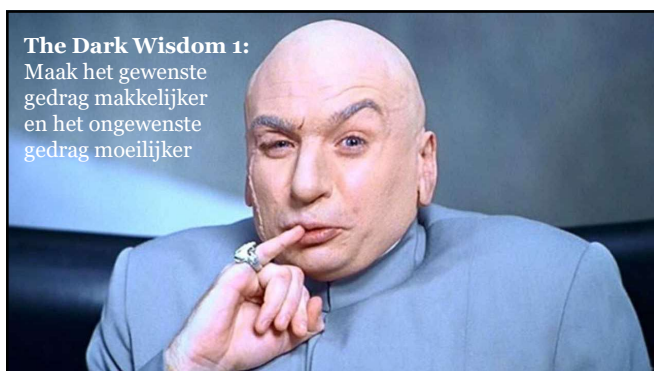


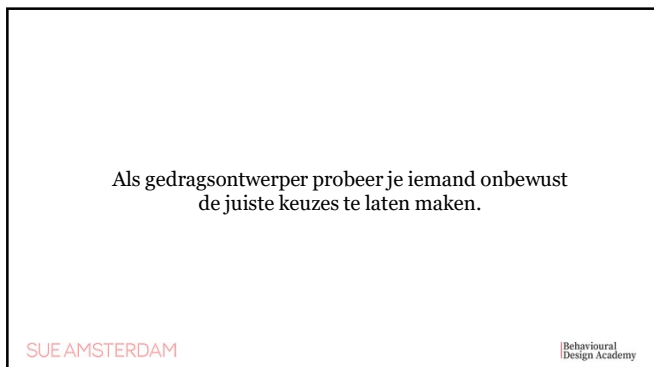
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03 Beïnvloeding is het ontwerpen van keuzes (zodat systeem 1 kan toehappen zonder na te denken)



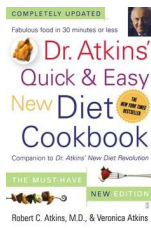




“Humans are to thinking as cats are to swimming – we can do it when we have to, but we’d much prefer not to.”



Daniel Kahneman

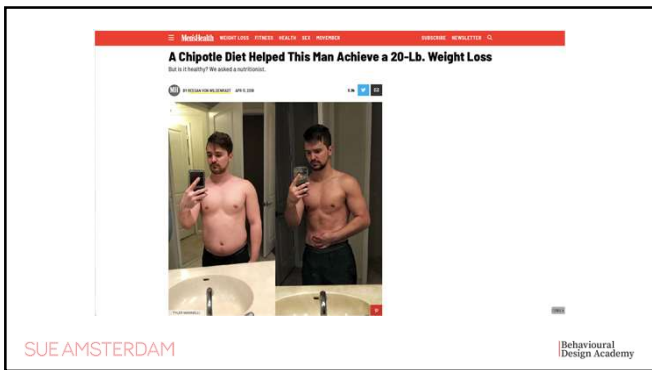


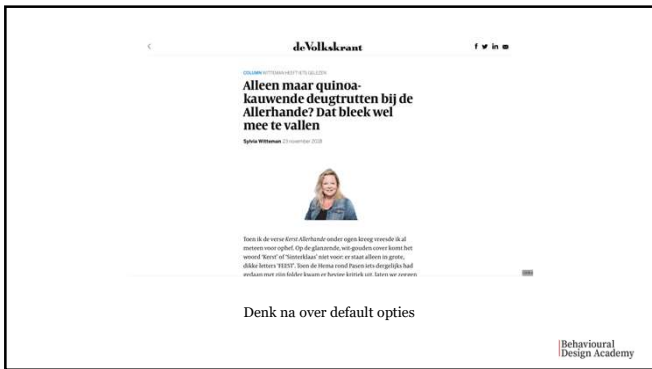
Makkelijk te onthouden
is beter dan technisch compleet



Maak het extreem makkelijk om een gezonde
keuze te maken









Netflix is daar heel groot mee geworden



Lok een gezond eetgedrag uit, zodat je iemand kan helpen om niet toe te geven aan verleiding wanneer motivatie dipt



Lok een gezond eetgedrag uit, zodat je iemand kan helpen om niet toe te geven aan verleiding wanneer motivatie dipt

The Dark Wisdom 2:
Trigger de aandacht
naar positieve keuzes

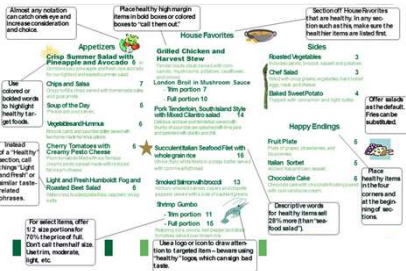




Maak het extreem makkelijk om een gezonde
keuze te maken

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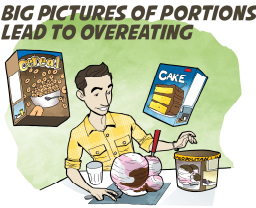


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**BIG PICTURES OF PORTIONS
LEAD TO OVEREATING**



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**CLUTTERED KITCHENS
MAKE YOU FAT**

**DECLUTTER
YOUR
KITCHEN...**



**ESPECIALLY IF
STRESSED**



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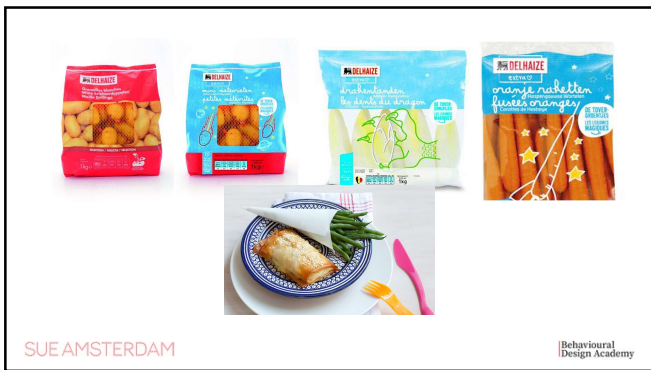
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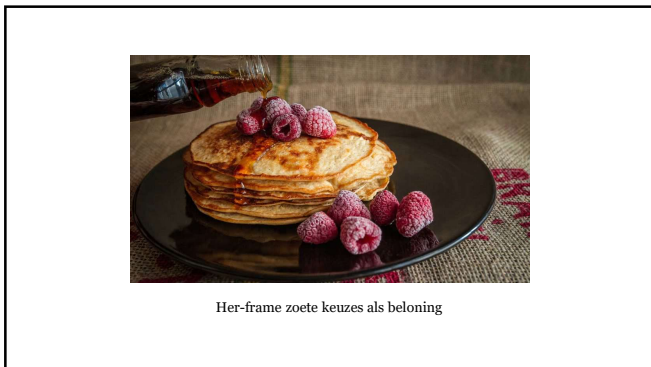


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Examples of Tiny Habits

You craft Tiny Habits in this form:

After I [anchor], I will [new tiny behavior]

After I brush, I will floss one tooth

After I start my morning coffee, I will set out my vitamins

After I start the dishwasher, I will wipe one kitchen counter

After I walk in door from work, I will get out my gym clothes

After I sit down on the train, I will open my sketch notebook

After I hear a phone ring, I will exhale and relax for 3 seconds

After I put my head on my pillow, I will think of one good thing

After I arrive home, I will hang my keys by the door



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04 Slotgedachtes

Alleen top-atleten hebben de discipline die nodig is
om nee te zeggen aan verleiding. Laat ons dat gewoon
accepteren.

Hoe werkt beïnvloeding? Abonneer je op onze wekelijkse nieuwsbrief op www.sueamsterdam.com/

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Het triggeren van gedrag is misschien wel het best bewaarde
geheim voor het veranderen van eetgewoontes,
zonder dat we persé al het eten gezond moeten maken

Lees blogs over gedragsontwerp op www.sueamsterdam.com/library

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Psychologische interventies die in principe niets kosten,
kunnen een veel grotere impact hebben om gezond eetgedrag
dan het veranderen van recepten en ingrediënten.

Vragen? tom@sueamsterdam.com

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Help als voedingsconsulent om mensen te helpen met het
gewenst gedrag makkelijker en haalbaarder te maken.

Lees blogs over gedragsontwerp op www.sueamsterdam.com/library

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Verdiep je in de technieken en de wetenschap van
beïnvloeding

Vragen? tom@sueamsterdam.com

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GET INSPIRED

Subscribe to our popular bi-weekly mail on the art
and science of influence

<https://behaviouraldesignacademy.com/library/>

GET SKILLED

Book a seat at the next two-day training to become a
certified Behavioural Designer

www.behaviouraldesignacademy.com

The screenshot shows the homepage of the Behavioural Design Academy. At the top, there are two main sections: 'GET INSPIRED' with a link to a bi-weekly newsletter, and 'GET SKILLED' with a link to book a seat for a two-day training. Below these, there is a featured course titled 'Unlock the superpowers of behavioural psychology' with a description and a 'Download Our Brochure' button. At the bottom, there is a section for 'Upcoming classes' listing several courses with their dates and a 'Learn More' button.

Unlock the superpowers of behavioural psychology

Learn how to harness thinking and decision making to create the best possible outcomes for your business, customers or yourself.

Upcoming classes

- Become a certified Human Centered Lead in two days**
- Unlock the superpowers of behavioural psychology**
- Design Thinking for Business**
- Behavioural Design for Business**

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