Rules for Positive Choice

1. **Choice Architecture**: Organize and design situations and contexts so individuals are automatically nudged to make good decisions.

2. **Decision Defaults**: Build in decision options, preselected choices, which take effect if you do nothing. In other words, structure decisions so that doing nothing is a good choice; In fact, make default options positive.

3. **Channeling:** Encourage individuals to make good choices by removing small obstacles standing in the way: Make good decisions easy and bad ones difficult.

4. **Priming**: Trigger the mind with subtle influences that increase the ease of activating certain information; for example, simply asking individuals to describe their intentions increases the likelihood that they will behave that way.

5. **Framing**: Shape choices in terms of benefits and losses; positive framing nudges individuals toward constructive choices: Unless the goal is to maintain the status quo, frame choices in positive ways and avoid loss-aversion options.

6. **Lists and Deadlines**: Use these indirect and soft mechanisms to nurture positive choice.

7. **Designing**: Structure situations so they are consistent with automatic responses that enhance good choice.

8. **Aligning:** Make good choices the path of least resistance: Keep choices simple and direct.

9. **Nudging**: Use gentle prodding to influence individuals in predictable, positive ways.

10. **Golden Rule of Nudging**: Nudge in ways that are most likely to help and least likely to harm (Thaler & Sunstein, 2008).

See Thaler and Sunstein (2008) for examples and further discussion.