

# Nudge

A **Nudge** is a gentle prod that influences individual behavior in a predictable, positive way without force, for example, designing a choice or situation in a way that naturally encourages people to make a predictable choice. Put a metal plate on a door and people push the door open; put a vertical bar handle on the door and are most likely to pull the door open. Situations can be structured or designed in ways that provide subtle cues that influence positive behavior (Thaler and Sunstein, 2006).