

# The art of nudging

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Propositions accompanying the doctoral thesis

## **The art of nudging: Increasing healthy eating among students in an educational setting**

Christine Kawa

1. High school students' chocolate and blueberry consumption demonstrate that what works for one age group doesn't necessarily work for others when it comes to Giacometti nudge effects (Chapter 2).
2. The alleged effects of the original Giacometti nudge are overrated: It only works when scoring high on awareness of the nudge's presence to lower calorie consumption (Chapter 3).
3. Choice architects targeting university students should always ask first: How nudgeable are they and under which conditions (Chapter 4)?
4. Getting students to purchase fewer calories in a university cafeteria can only be achieved by investing more in continuous exposure to validated artwork nudges (Chapter 5).
5. A single cockroach will completely wreck the appeal of a bowl of cherries, but a cherry will do nothing at all for a bowl of cockroaches (Daniel Kahneman, 2013).
6. Work environment matters. Perceptions of art, design, and architecture play a significant role at the workplace in companies that have invested in art (Rune & Ind, 2015).
7. An individual's development is influenced by the physical environment in which it grows up and nutrition is crucial for its physical and mental growth.
8. A nudge only becomes a nudge after measuring nudge acceptance.
9. If indeed art is in the eye of the beholder, then people can only be influenced by an artwork nudge when we know how they interpret art.
10. Eat your veggies, kids, and have a nice day (Antoni Porowski, 2021).
11. Always piiiieks (pēks; to poke) when nudging toddlers! It works.