



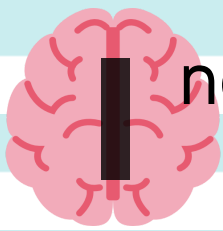
Framing Policies

INFLUENCING BEHAVIOUR HAS ALWAYS BEEN A CENTRAL ASPECT OF PUBLIC POLICY. BY SHAPING POLICY MORE CLOSELY AROUND THE IN-BUILT RESPONSES SPELT OUT BY THE MNEMONIC BELOW, WE CAN POTENTIALLY BECOME MORE EFFECTIVE IN THE WAY WE IMPROVE INDIVIDUAL WELL-BEING AND SOCIAL WELFARE.



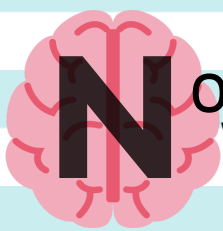
Messenger

We are heavily influenced by who communicates information



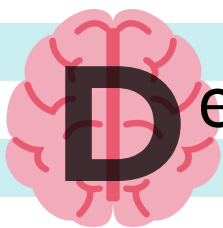
Incentiveness

Our responses to incentives are shaped by predictable mental shortcuts such as strongly avoiding losses



Norms

We are strongly influenced by what others do



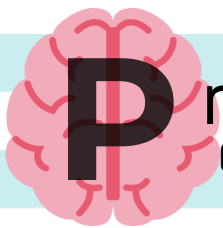
Defaults

We 'go with the flow' of pre-set options



Salience

Our attention is drawn to what is novel and seems relevant to us.



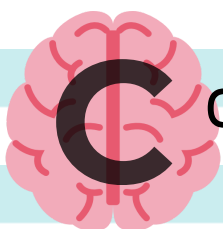
Priming

Our acts are often influenced by sub-conscious cues.



Affect

Our emotional associations can powerfully shape our actions.



Commitment

We seek to be consistent with our public promises, and reciprocate acts.



Ego

We act in ways that make us feel better about ourselves.