

THE
POWER
OF

POSITIVE

FRICTION

USER INSIGHTS

+ BEHAVIORAL ECONOMICS PRINCIPLES

= BEHAVIORAL DESIGN

User research can help us understand the specifics behind peoples' motivations, values, or small barriers...

**INFORMED
BY LIVING
IN THE HERE
AND NOW**

Behavioral economics principles help us understand how heuristics and biases manifest as general tendencies...

HUMAN TENDENCIES OVER TIME...

**WE'RE NOT
ALWAYS
RATIONAL...**

**COGNITIVE
BIASES GET
IN THE WAY**

**WE OFTEN
LACK THE
INFORMATION
WE NEED...**

**YET WE ARE
SWAMPED
WITH CONTENT**

**WE DON'T
ALWAYS ACT IN
OUR OWN BEST
INTEREST...**

**AND THAT'S
ASSUMING WE
KNOW WHAT IT IS**

FRICITION
IS USUALLY ASSUMED
TO BE **NEGATIVE**

THUS, FREQUENTLY, THE
GOAL IS TO MAKE THINGS (ESSENTIALLY)

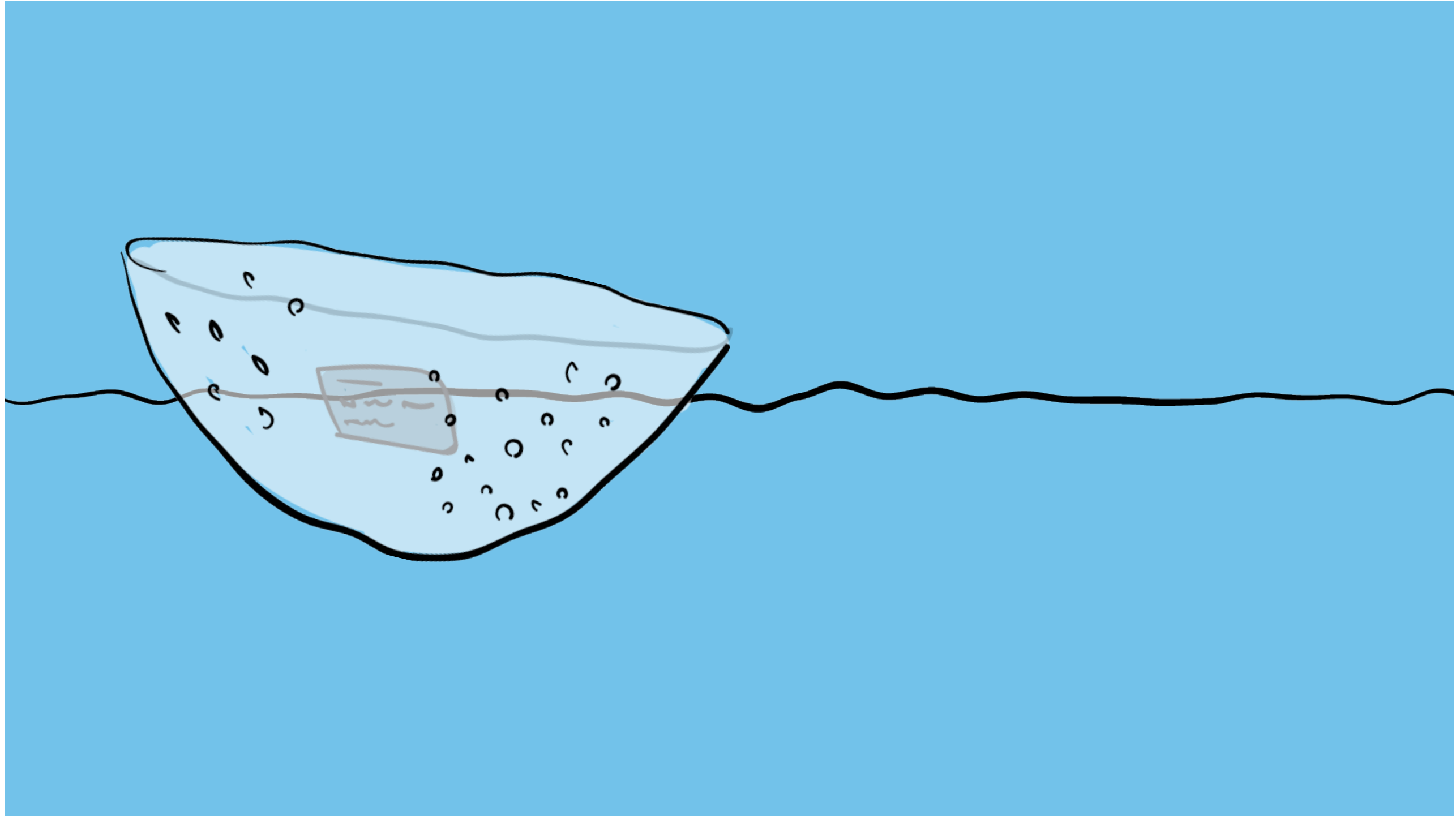
TOO EASY NOT TO DO

AMAZON PRIME

BUT ALSO:

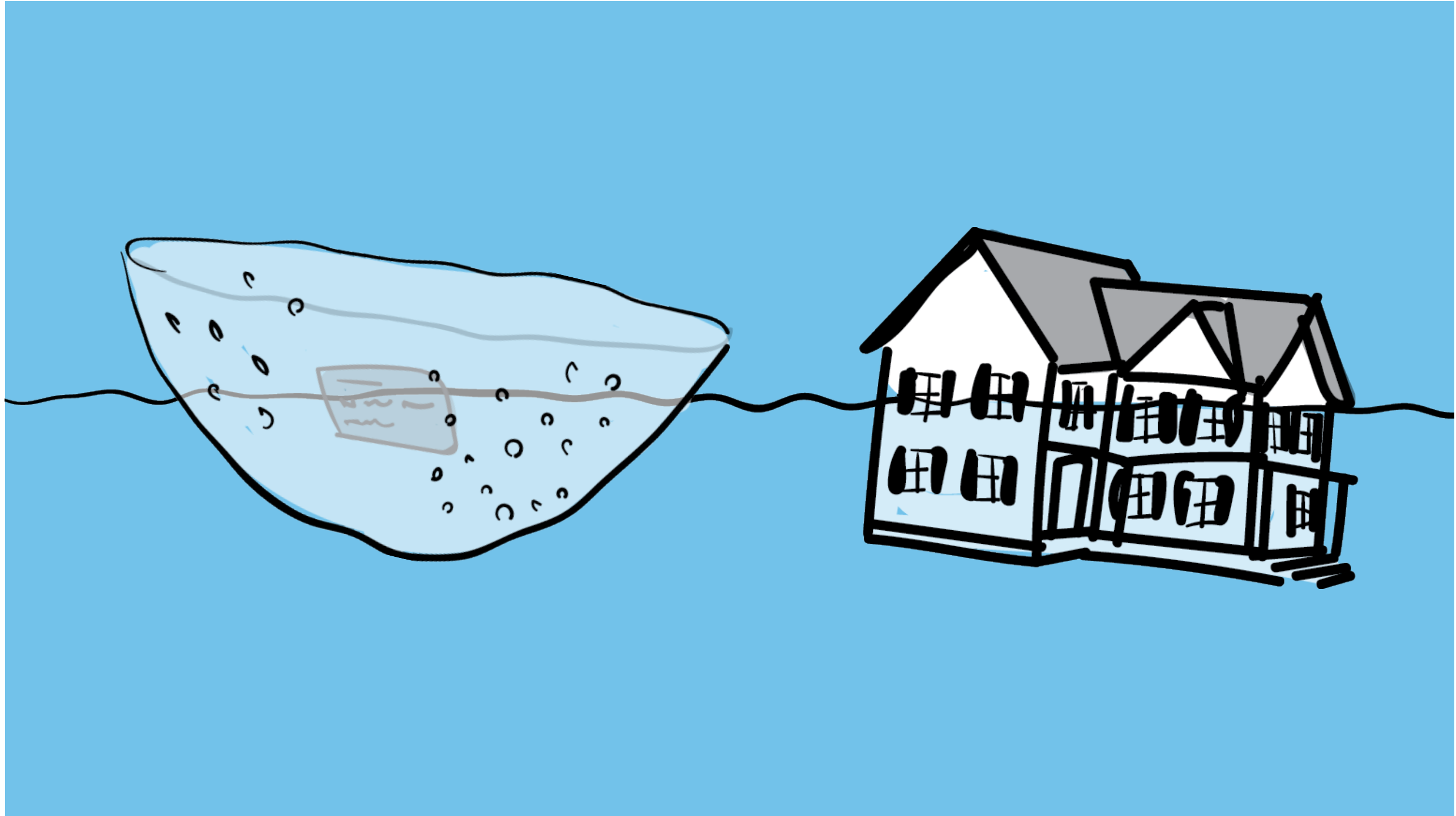
**ORGAN DONATION,
RETIREMENT SAVINGS**

BUT EFFICIENCY \neq
EFFECTIVENESS



POSITIVE FRICTION

STALLS USER BEHAVIOR
FOR POWERS OF GOOD

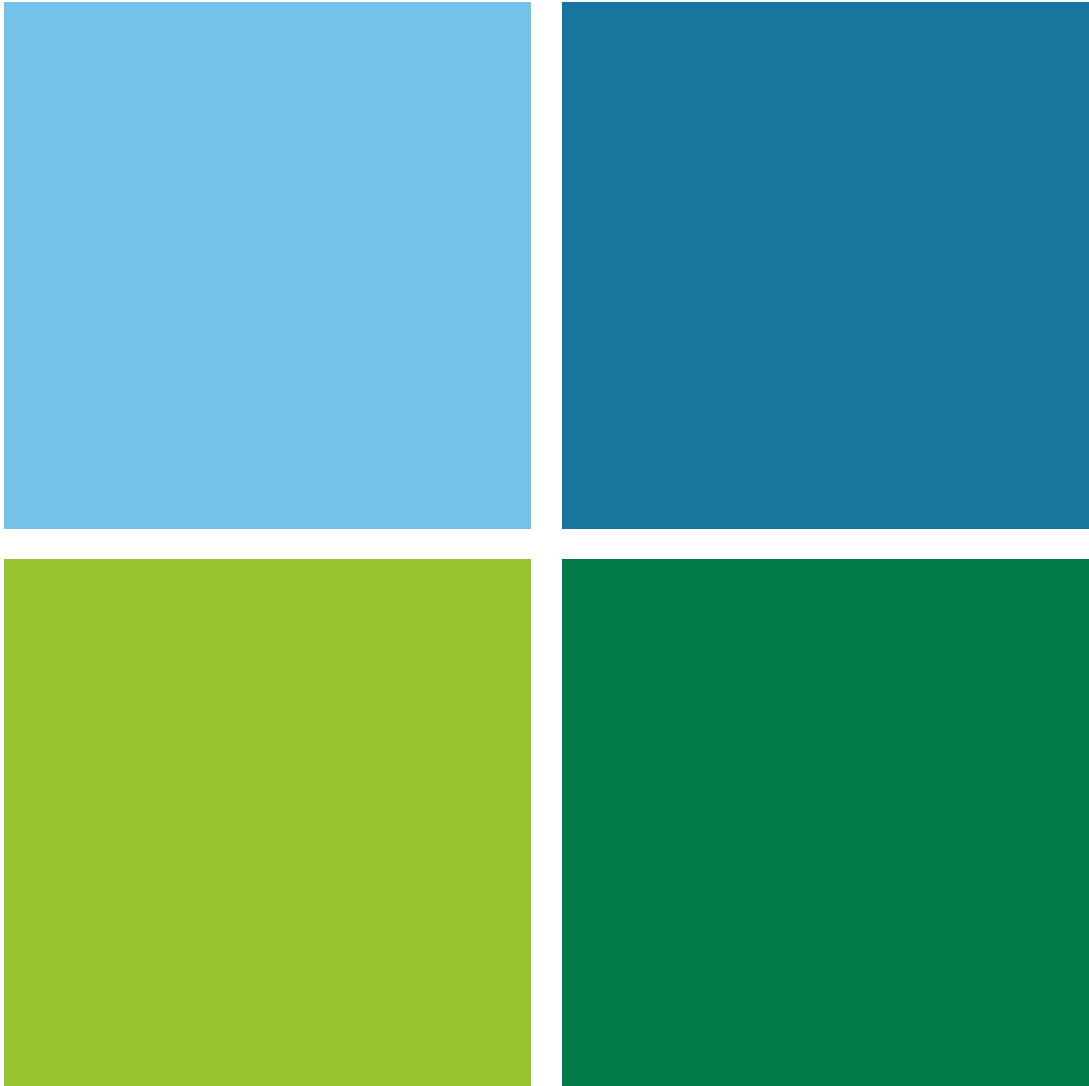


SELF-CONTROL Intervene to shake
up existing behaviors



STIMULATION Activate new
behaviors

SELF-CONTROL Intervene to shake up existing behaviors



INTENTIONALITY
Support acting on “correct” behaviors

EXPANSION
Reflecting on what “good” looks like

STIMULATION Activate new behaviors

SELF-CONTROL Intervene to shake up existing behaviors

SAVE ME FROM MYSELF

QUESTION ASSUMPTIONS

MOTIVATE ACTION

REPRIORITIZE EFFICIENCY

INTENTIONALITY

Support acting on "correct" behaviors

EXPANSION

Reflecting on what "good" looks like

STIMULATION Activate new behaviors

to support



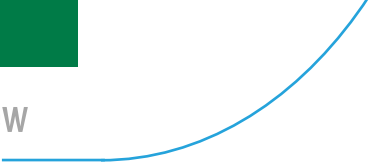
through



to support



through



SELF-CONTROL Intervene to shake up existing behaviors

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through

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DEPRIORITIZE EFFICIENCY

STIMULATION Activate new behaviors

INTENTIONALITY

INDIVIDUALS HAVE
EXPLICIT GOALS
THAT ALIGN WITH
THEIR BEST INTEREST

**STRUGGLING WITH
TEMPTATION**
OR AN ABILITY TO
FOLLOW THROUGH

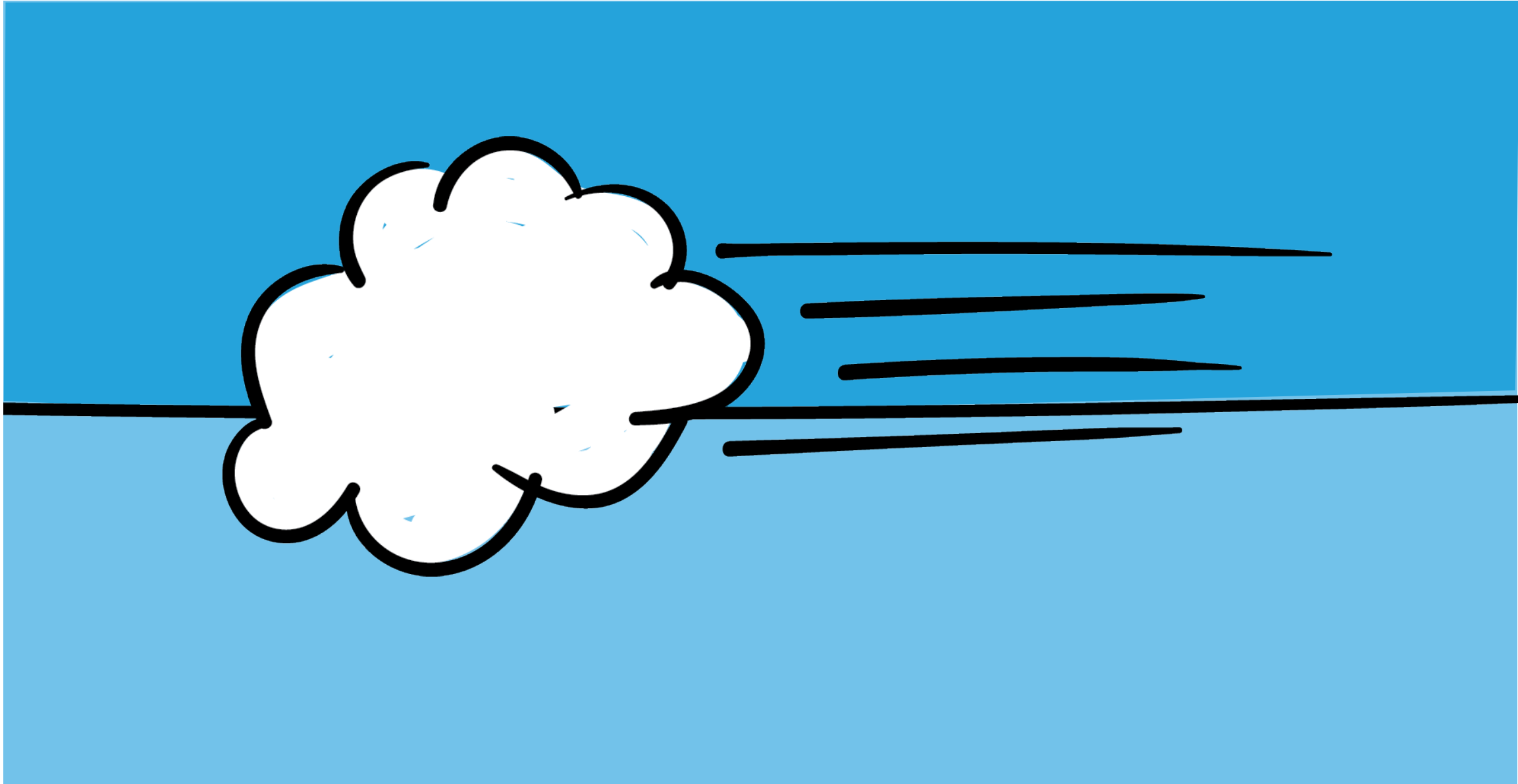
SELF-CONTROL

TO REMOVE TEMPTATION
TAKE 'EM AWAY



SELF-CONTROL

INTENTIONALITY



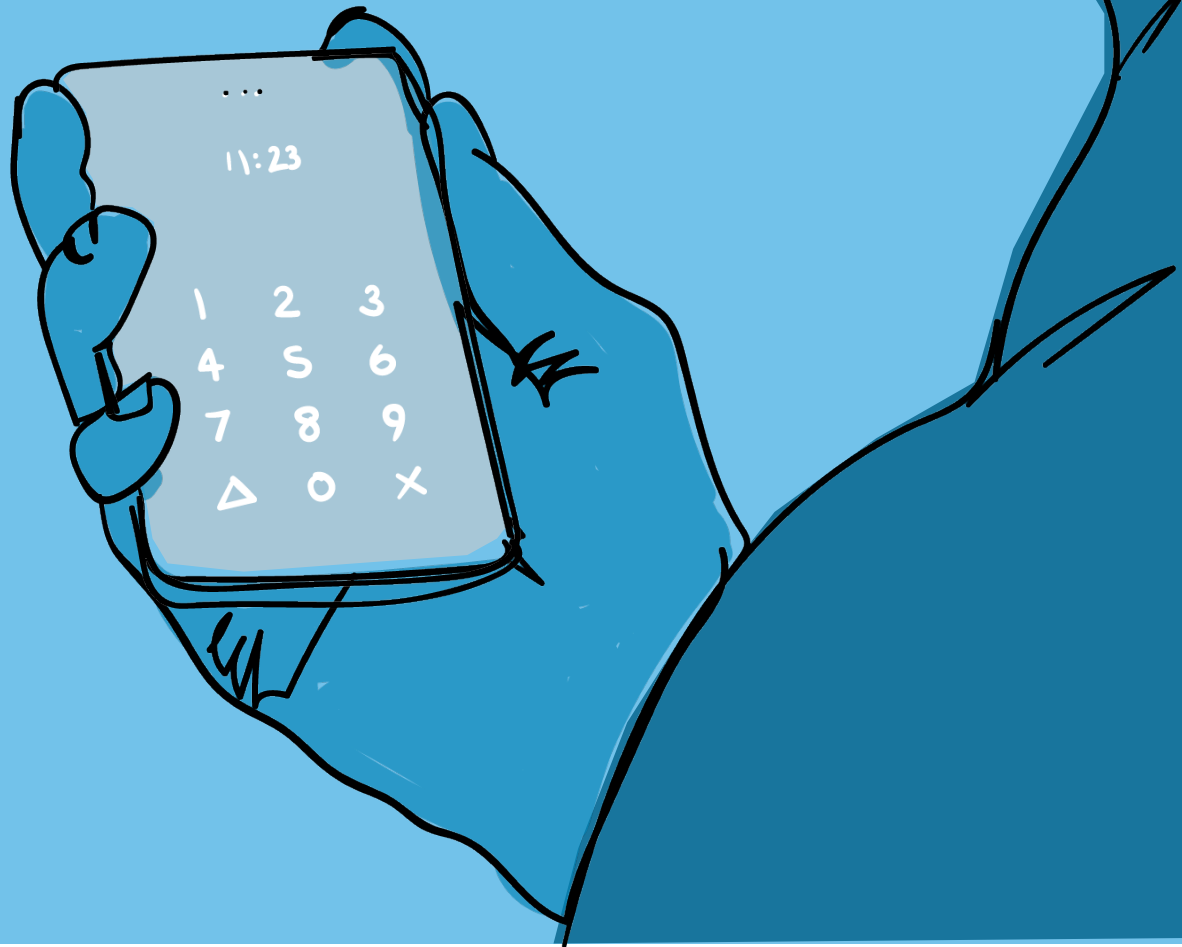
SELF-CONTROL

INTENTIONALITY



DEVICE-LIMITED
BEHAVIOR THROUGH

REDUCED FUNCTIONALITY



SELF-CONTROL

INTENTIONALITY

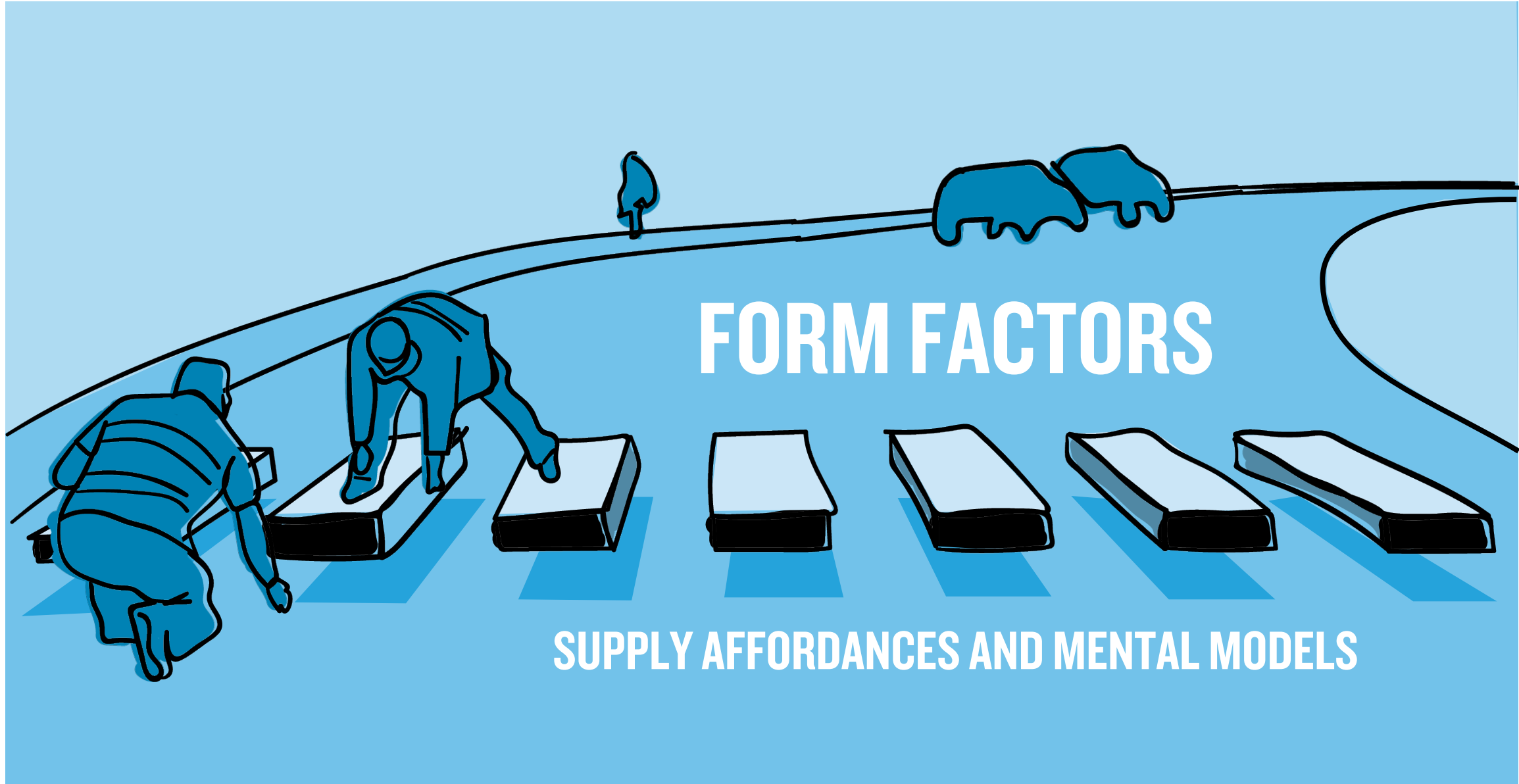


**CHANGE THE
ENVIRONMENT
TO CHANGE BEHAVIOR**



INTENTIONALITY

SELF-CONTROL



FORM FACTORS

SUPPLY AFFORDANCES AND MENTAL MODELS

SELF-CONTROL

INTENTIONALITY



MATH PROBLEMS
SERVING AS A

WAITING
PERIOD

Mail Goggles

It's that time of day. Gmail aims to help you in many ways. Are you sure you want to send this? Answer some simple math problems to verify

$4 \times 5 = \text{[]}$

$165 - 83 = \text{[]}$

$235 + 144 = \text{[]}$

$162 + 199 = \text{[]}$

$10 \times 5 = \text{[]}$

43 seconds

Send

Discard

INTENTIONALITY

SELF-CONTROL

SELF-CONTROL

IMPLICIT BIASES
IMPEDE ONE'S
ABILITY TO DO
THE RIGHT THING

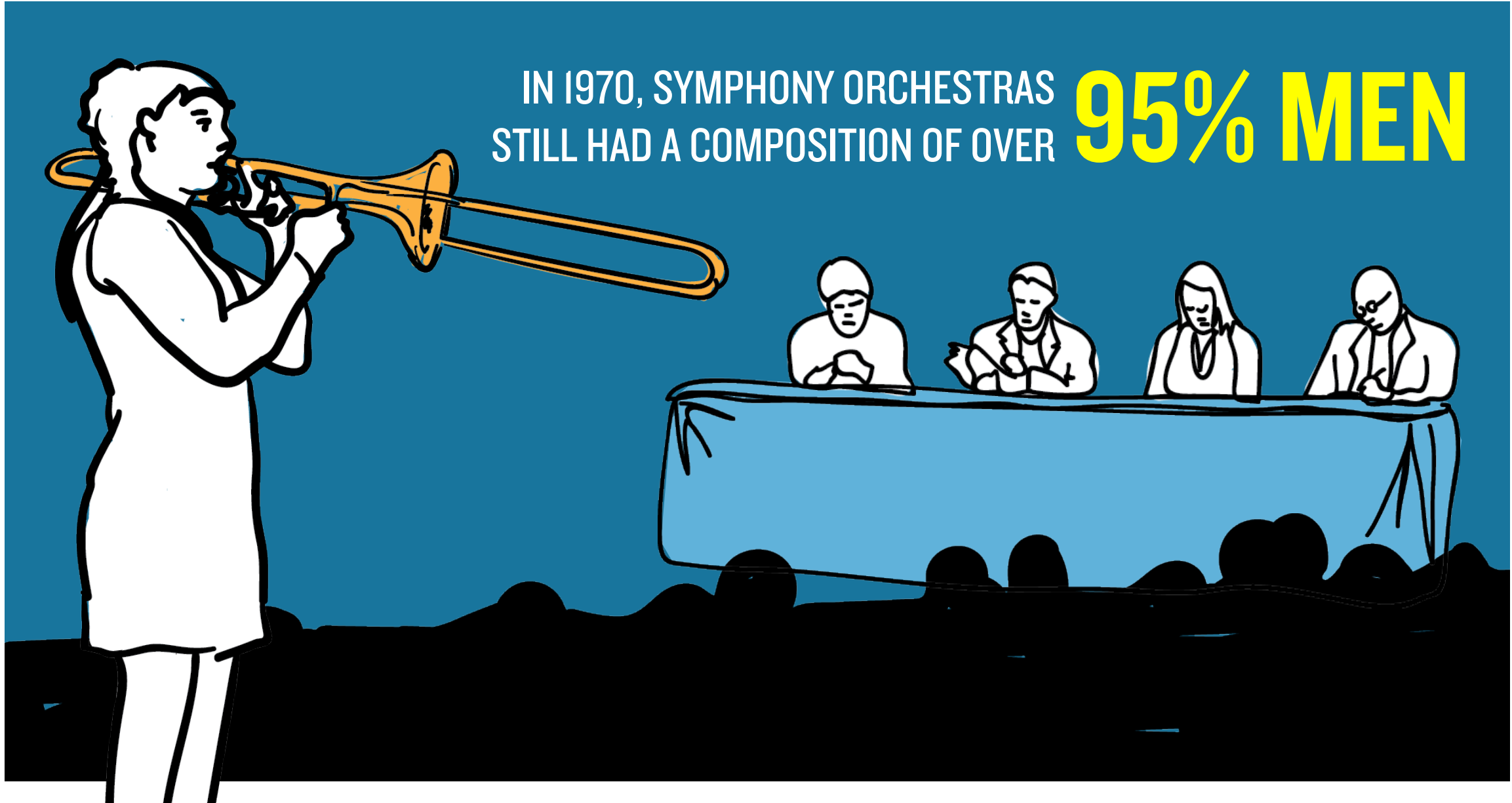
DESIRE TO EXPLORE
NEW KINDS OF
"RIGHT" ANSWERS

EXPANSION

A father and son are in a horrible car crash that kills the dad. The son is rushed to the hospital; just as he's about to go under the knife, the surgeon says

“I can't operate, that boy is my son!”

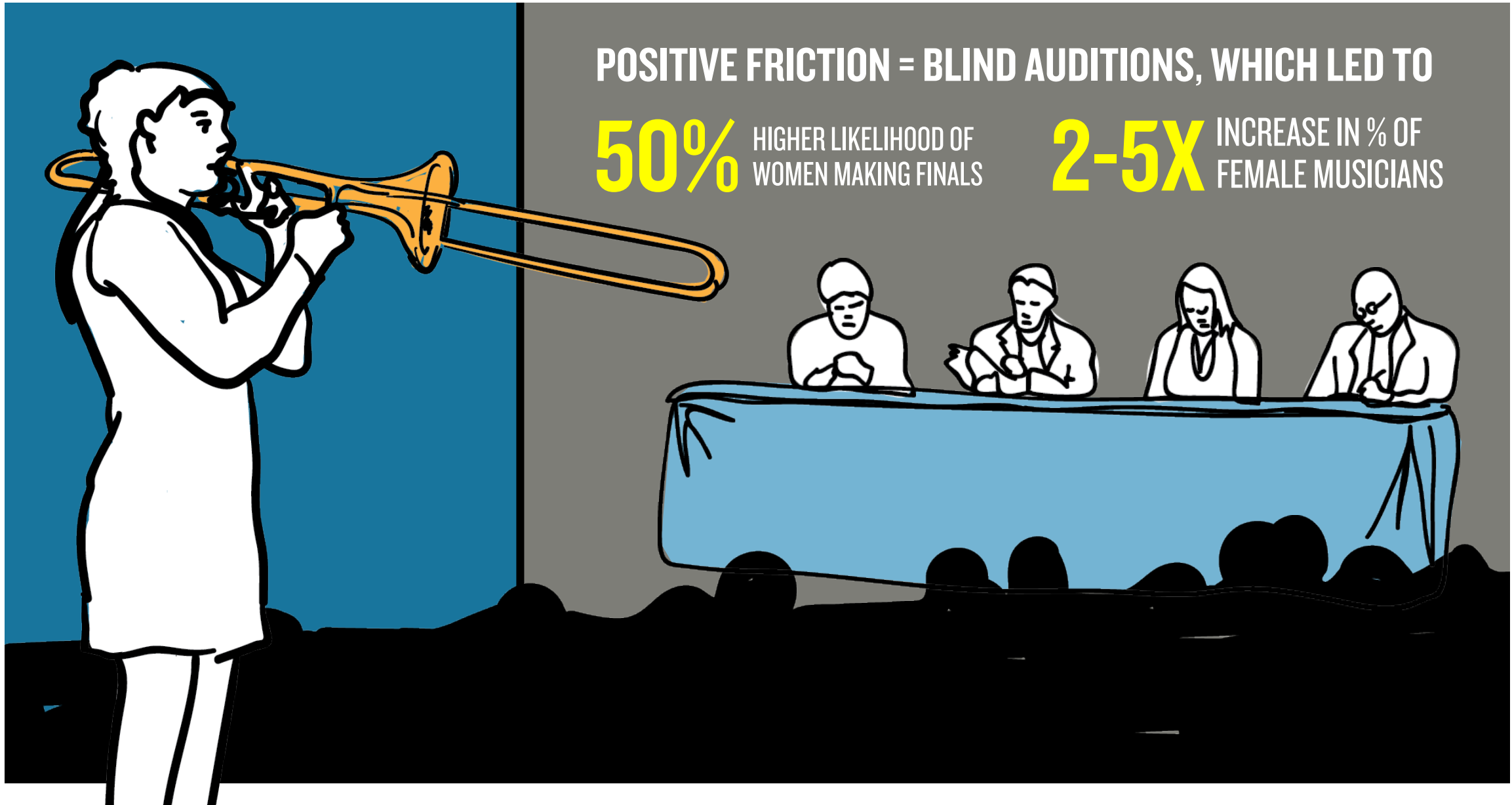
SELF-CONTROL



IN 1970, SYMPHONY ORCHESTRAS
STILL HAD A COMPOSITION OF OVER **95% MEN**

EXPANSION

SELF-CONTROL



POSITIVE FRICTION = BLIND AUDITIONS, WHICH LED TO

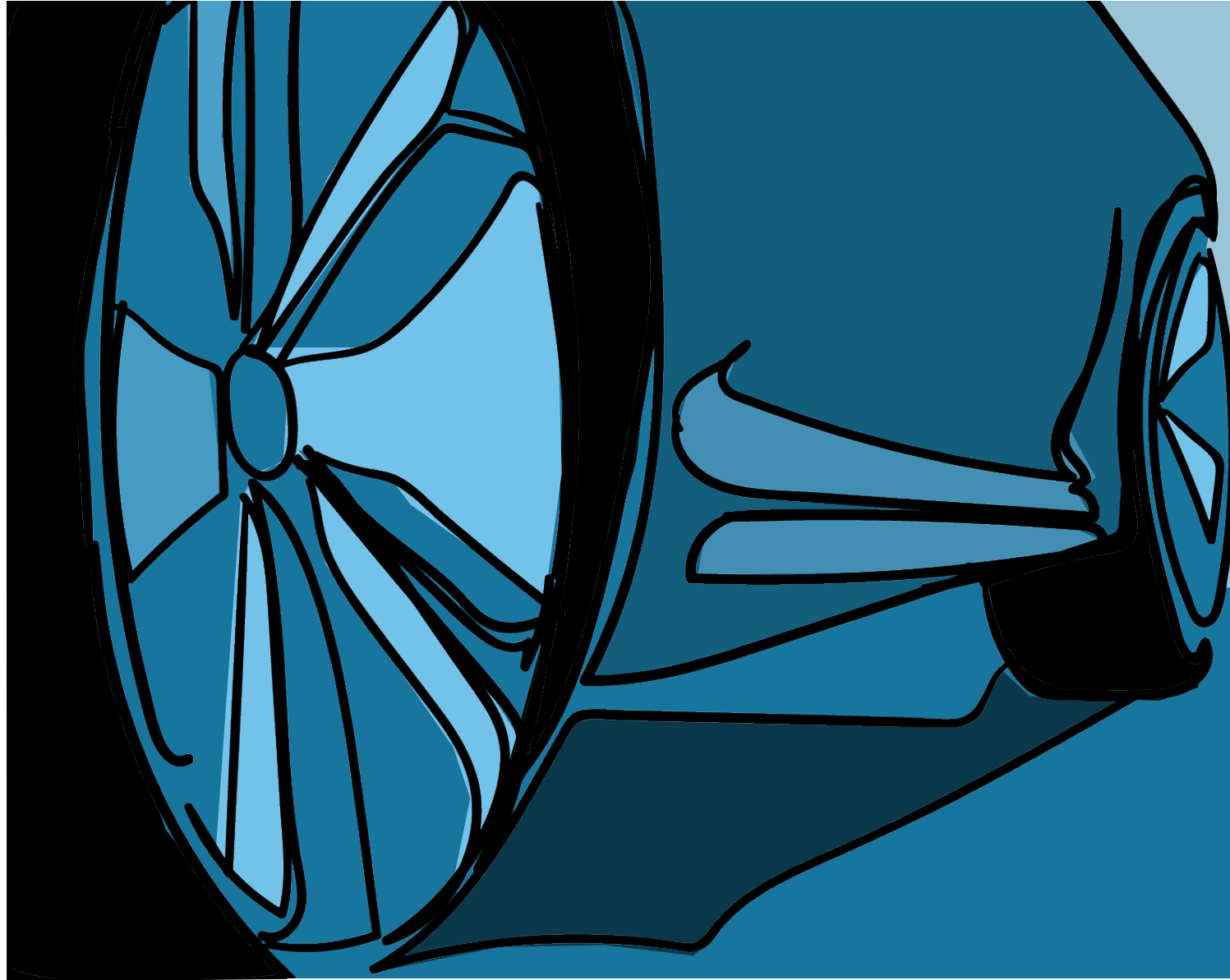
50% HIGHER LIKELIHOOD OF
WOMEN MAKING FINALS

2-5X INCREASE IN % OF
FEMALE MUSICIANS

EXPANSION

**The quick brown fox
jumps over the lazy dog**

SELF-CONTROL



**REMOVING
EXPECTED
CUES**

**CAN BE EQUALLY
DISRUPTIVE**

EXPANSION

SELF-CONTROL

RETHINK BOUNDARIES TO
**CREATE SHARED
ACCOUNTABILITY**



EXPANSION

PERSONAL

(e.g. messaging,
appeal to identity)

MECHANICAL

(e.g. device or
product-based,
interface, which
options you provide)

ENVIRONMENTAL

(e.g. physical space,
social or cultural
reinforcement)

SYSTEMIC

(e.g. policies,
penalties, formal
metrics and
incentives)

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INTENTIONALITY

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EXPANSION

Reflecting on what "good" looks like

MOTIVATE ACTION

DEPRIORITIZE EFFICIENCY

to support

through

STIMULATION Activate new behaviors



INTENTIONALITY

**INTENDED TO SUPPORT
A SPECIFIC BEHAVIOR**

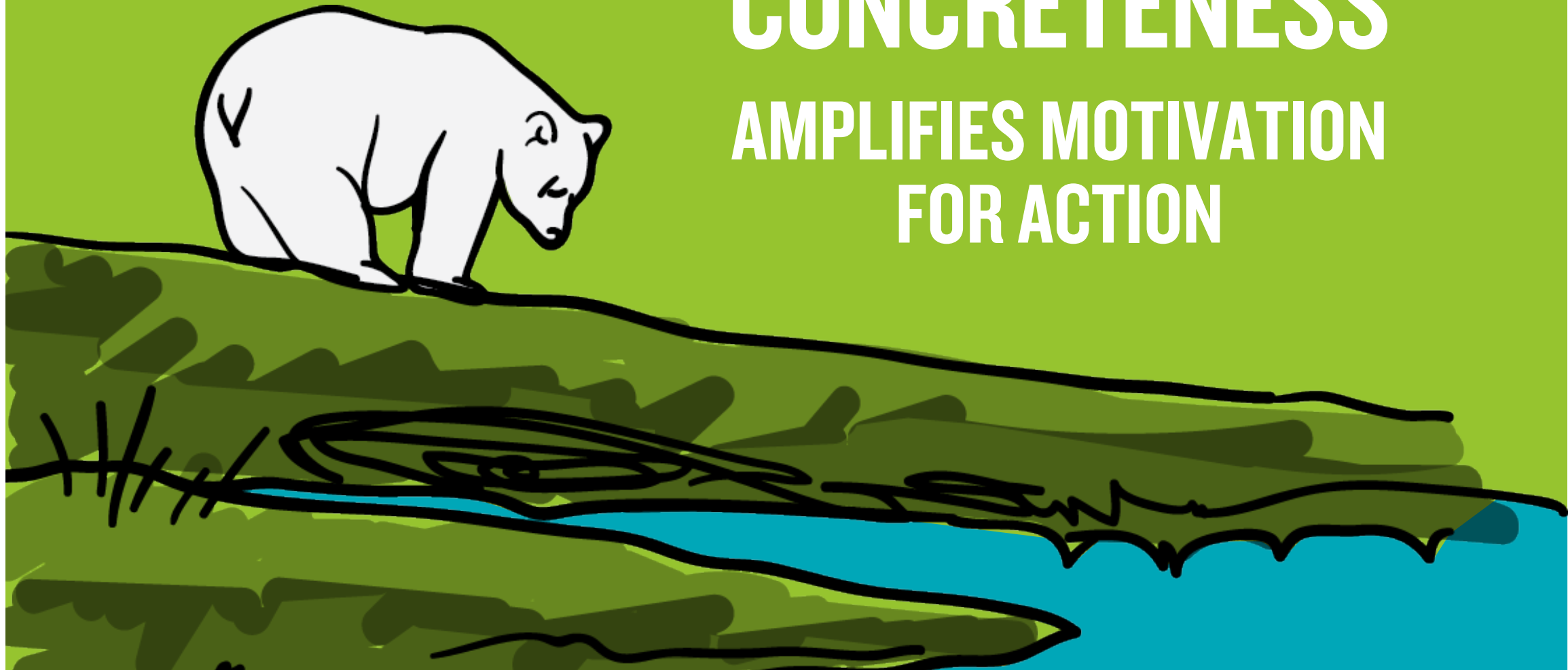
**USING NEW CUES
TO PROMPT ACTION**

STIMULATION



INTENTIONALITY

**CONCRETENESS
AMPLIFIES MOTIVATION
FOR ACTION**



STIMULATION

INTENTIONALITY

LASSO EFFECT

REFRAMING OUR SENSE OF SELF
THROUGH SOCIAL COMPARISON



STIMULATION

INTENTIONALITY



**FEEDBACK
(& NOVELTY)
CAN REDIRECT
ATTENTION**

STIMULATION

INTENTIONALITY

**EXTERNALIZATION
THROUGH**

**COMMITMENT
CONTRACTS**



STIMULATION

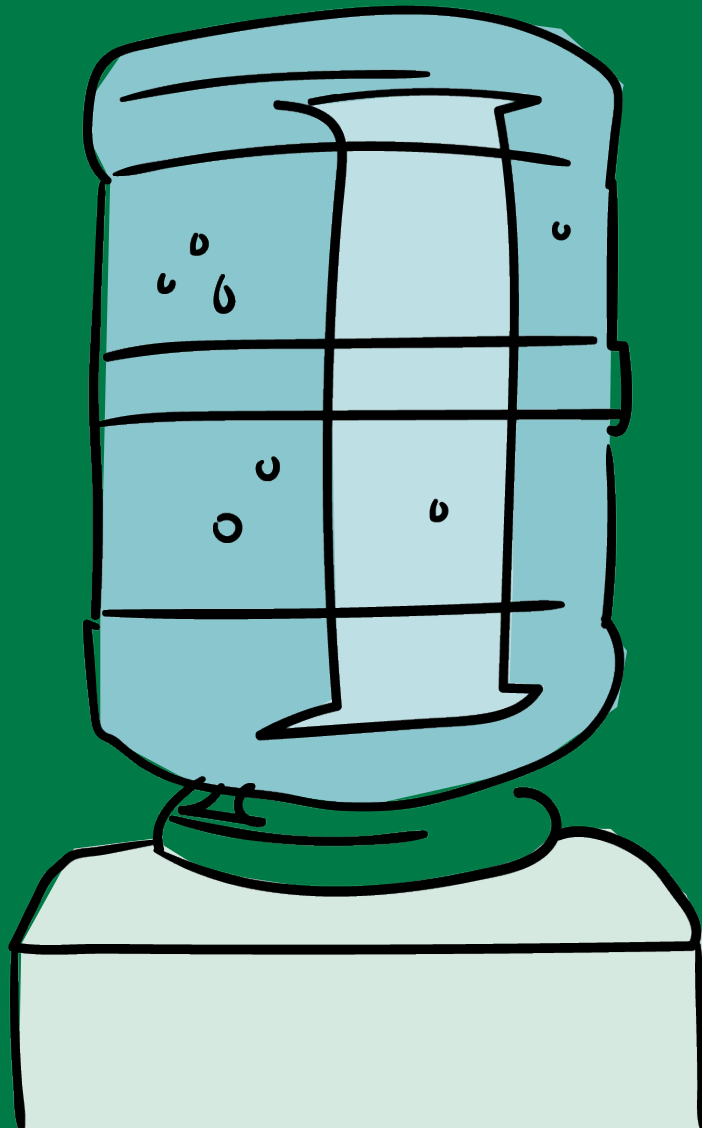
EXPANSION

STIMULATION

DESIGNED TO
TRIGGER ACTION

INCREASING ONE'S
EXPOSURE TO NEW
KINDS OF VALUE
OR EXPERIENCES





**DISCOVERY
THROUGH MAKING
CONNECTIONS,
NOT BY SEARCHING**

**TRUSTED
SOURCES
CAN BE MORE
IMPORTANT THAN
EXPERTISE**



WORK

AS A FORM OF
AGENCY AND
INVESTMENT

STIMULATION



SAVE ME FROM MYSELF

Dampen temptation by ceding control or reduced functionality

Focus on the environment: disrupt the norm or add “speed bumps”

Policy: Waiting periods or intentional pauses

QUESTION ASSUMPTIONS

Recognize—and design around—when mental shortcuts rule

Introduce structures that slow down autopilot behaviors or processing modes

Intentionally remove cues to raise awareness or accountability

MOTIVATE ACTION

Make the abstract more concrete

Present a sense of where I stand

Redirect attention to adjacent goals or by introducing novelty

Externalize commitment and accountability

REPRIORITIZE EFFICIENCY

Introduce mechanisms to support exploration, in addition to search

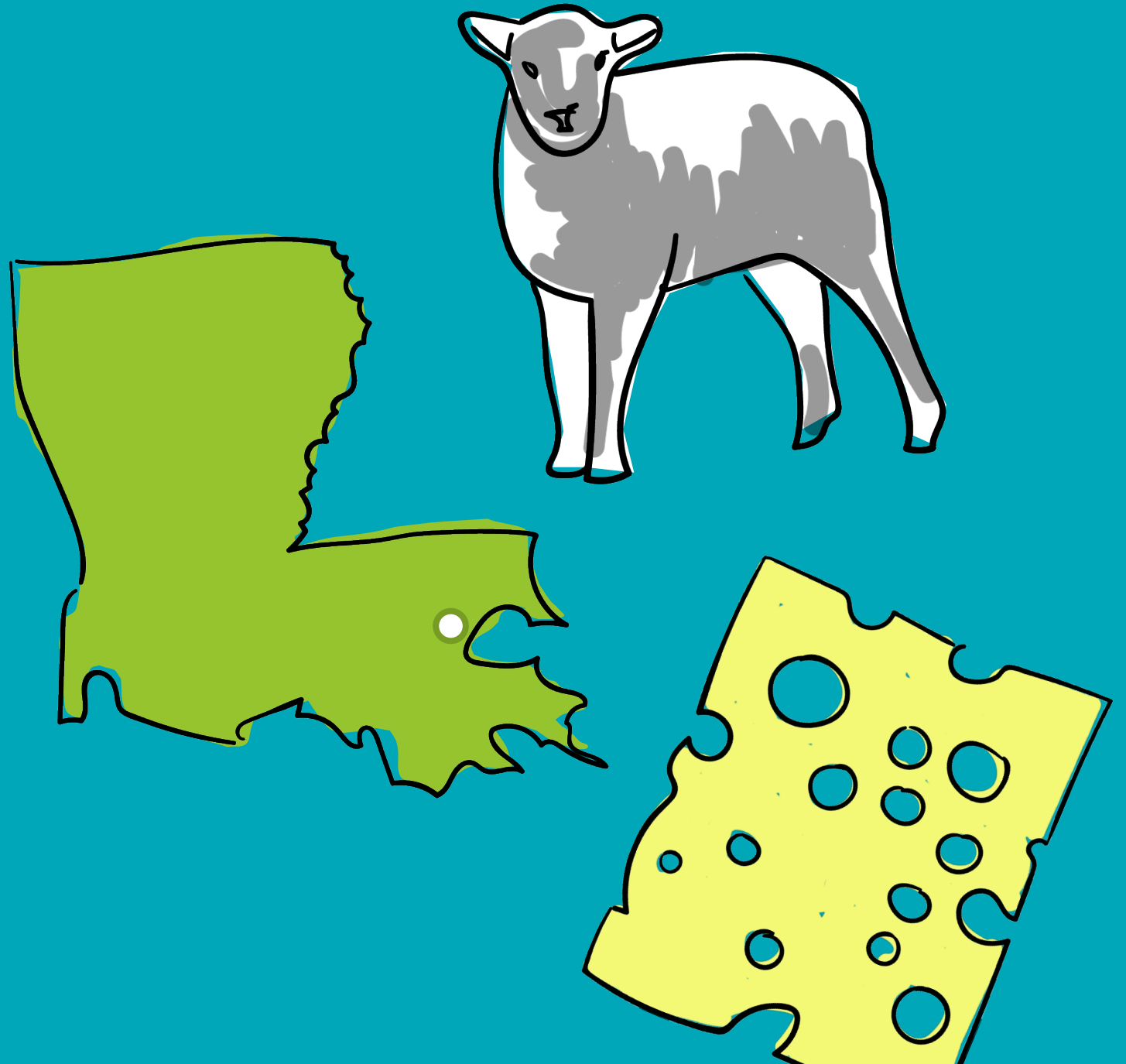
Recognize where trusted sources are the best channel to deliver information

Heighten a sense of ownership and investment

PEOPLE ARE
IRRATIONAL...

BUT ALGORITHMS
ARE ALSO

BIASED



CONTROL + CONFIDENCE + COMPETENCE

BUT DO I WANT TO?

HOW CONFIDENT AM I?

LET'S DO THIS THING!

BEHAVIORAL CHANGE IS
CONTEXTUAL
AS MUCH AS IT IS
INDIVIDUAL

WITH GREAT POWER
COMES GREAT
RESPONSIBILITY

+ FRICTION

May 24-25 at the Institute of Design

Design Intersections

Design + Data + Behavior

Ruth Schmidt
schmidt@id.iit.edu