

The Smarter Screen

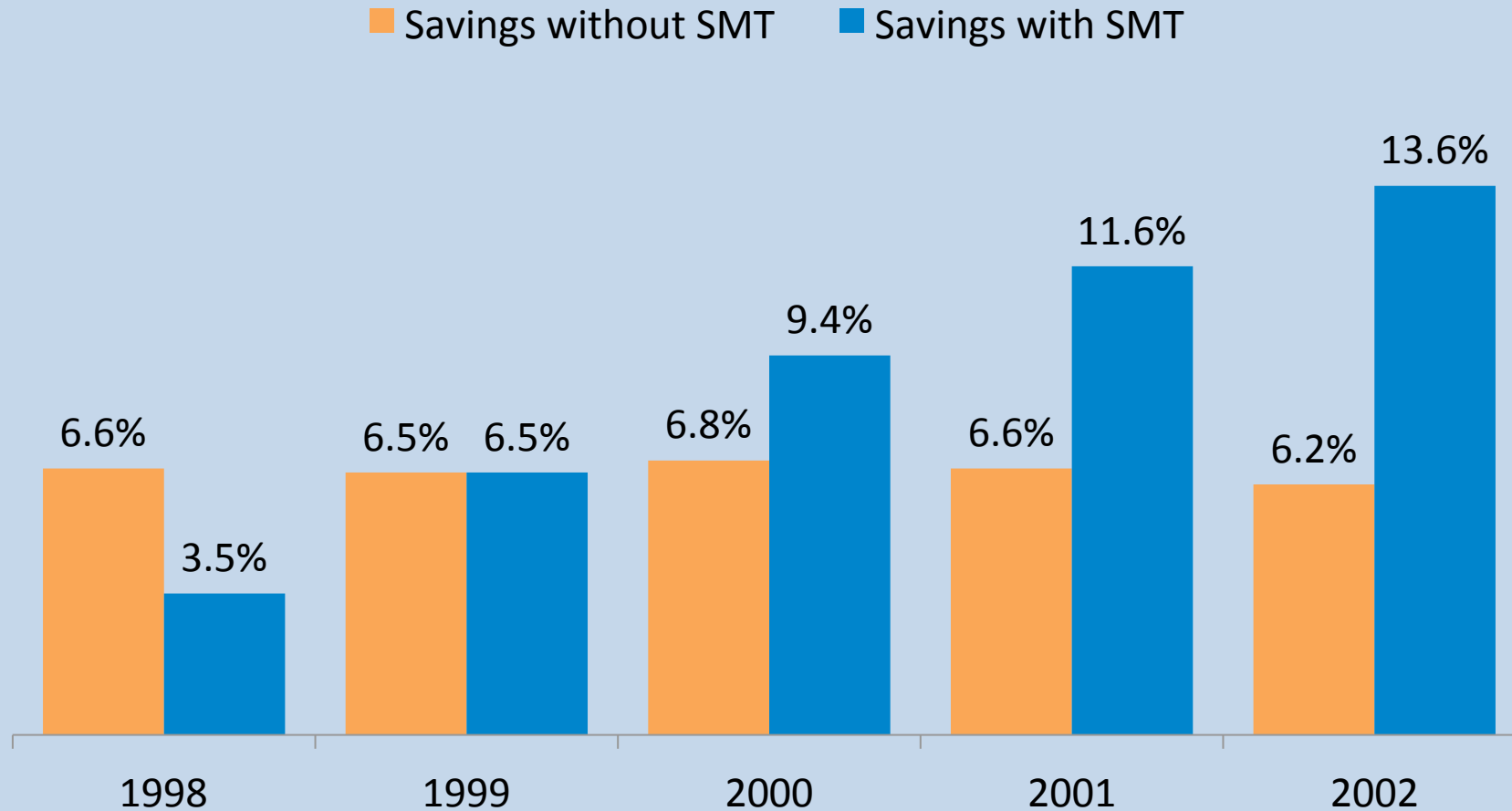
Surprising
Ways to Influence
and Improve
Online Behavior

Shlomo Benartzi

with Jonah Lehrer

**BEHAVIORAL ECONOMICS
OFFERS POWERFUL INSIGHTS**

One Example: Save More Tomorrow



Source: Thaler and Benartzi (2004)

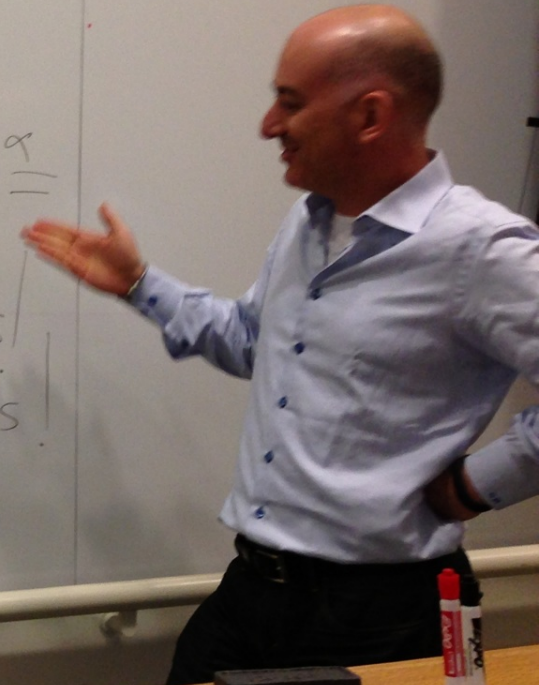
**THE DIGITAL WORLD
OFFERS SPEED AND SCALE**

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Behavioral
Insights *

Mobile *
Tech. * Trial α
Error =

Solving Big, Societal Challenges
Creating Big, Societal opportunities!



JUST-IN-TIME FINANCIAL EDUCATION

Percentage Change in Spending



**BUT, WE HAVE TO FIRST
UNDERSTAND HOW PEOPLE
THINK ON SCREENS!**

BEHAVIORAL ECONOMICS IN THE DIGITAL AGE

1. The anonymous screen
2. The digital reading gap
3. Visual biases
4. Touch screens
5. Size matters

LET'S NOT LET THE DIGITAL
REVOLUTION GO TO WASTE!

THANK YOU.