

The model of decision making

Business, Management



The concept of applying behavioral psychology strategies to affect decision-making by citizens is well-known in policymakers cycles. Digital tools provide a powerful channel for policy specialists to use and improve push motivators. Moreover, governments from the UK to Australia are endeavoring to make their organizations and public administrations more proficient and accessible using digital tools, for example, websites and applications.

Therefore, the idea of digital push is not only relevant to decision-making in online shopping customers yet likewise in various settings, from e-health to organizational information systems. In this way, as they manage these digital government activities, policymakers should contemplate whether they could join nudging techniques to increase their adequacy.

Although nudging has grabbed the attention of different fields of science, such as behavioral economics, information systems (IS) researchers have not given yet much consideration to digital nudging research.

Research on digital nudging could contribute to the advancement of the critical field of interface-design in IS, as knowledge about the behavioral effects of user's decisions will give significant consideration and input to the improvement of interface design.

We intend to inspire and motivate social behavioral and interface-design researchers to conduct further research on the efficacy of digital nudging and thus impel this certainly important concept:

- First, by exhibiting the idea of digital nudging, we expect to empower both researchers and policy specialists to include it in their work using

the findings into decision-making methods and procedures to alternate it.

- Second, research is conducted under a scientific admission: the imperfection of human decision-making and how basically it could be enhanced with digital nudges.
- Third, for policy specialists, the identified psychological effects of digital nudging will improve the comprehension of cognitive heuristics and biases on user's decision-making.

The psychological impacts and nudges mentioned, can provide insights to conduct researchers on behavioral analysis to incorporate them into the digital setting and take account their effect on user behavior.

As IS and especially UI will reliably lead users in specific ways (dependent upon how data is presented), information systems designers must appreciate the behavioral effects of interface design segments with the point that digital nudging does not happen arbitrarily and unintended impacts do not occur. Likewise, it appears to be encouraging to dissect the effects of particular digital nudges on users' decision-making, in various digital settings (e. g., PC, mobile phones, digital signage), and furthermore to consider different user attributes and characteristics.

As to the initial step, we will not limit our literature review or the nudges observed to a particular digital setting, but give an expansive scope of conceivable application regions. In digital areas, users' attributes can be construed from big data retrieval, empowering nudges to be customized.

In addition, big data analytics can be used to analyze behavioral standards examined in real-time to determine users' personalities, cognitive genres, or even mental and psychological states. Based on these steps, specific nudges and decision-making design can be implemented and estimated in lab tests or in evident settings.