

**#FinlitResearch**

@dilipsoman



A collage of physics and mathematics formulas and diagrams. The formulas include:

- $F = \frac{q_1 q_2}{4\pi\epsilon_0 r^2}$
- $\vec{E} = \sum_{i=1}^n \vec{E}_i$
- $R = \sigma T^4$
- $\lambda_m = \frac{b}{T}$
- $E = mc^2$
- $E_n = \frac{h^2}{8mL^2} n^2$
- $\lambda = \frac{h}{p}$
- $\lambda_K = \frac{hc}{A}$
- $\sigma = \frac{1}{4} \rho c v$
- $\sigma = \frac{1}{2} \rho \omega (u_n + u_p)$
- $\rho = nkT$
- $\sigma = en(u_n + u_p)$
- $\rho = 3\mu r$
- $E = h\nu = h \frac{c}{\lambda}$
- $\beta = \frac{v}{c}$
- $\rho = \frac{m v}{\sqrt{1 - \frac{v^2}{c^2}}}$
- $\Delta m = Zm_p + Nm_n - m$
- $\langle Z \rangle = \sqrt{2\pi d^2 n c v}$
- $\Delta m = Zm_p + Nm_n - m$
- $\langle Z \rangle = \sqrt{2\pi d^2 n c v}$
- $\lambda = \frac{h}{p}$
- $\varphi = \frac{V}{\varphi_0}$
- $\Delta u = \frac{\Delta V}{V_0}$
- $\vec{E} = \frac{\vec{E}}{r}$

Diagrams include a sine wave, a Bohr-style atomic model, a Bohr-style atomic model with a central nucleus, and a grid pattern.





**TENNIS ON  
ICE**

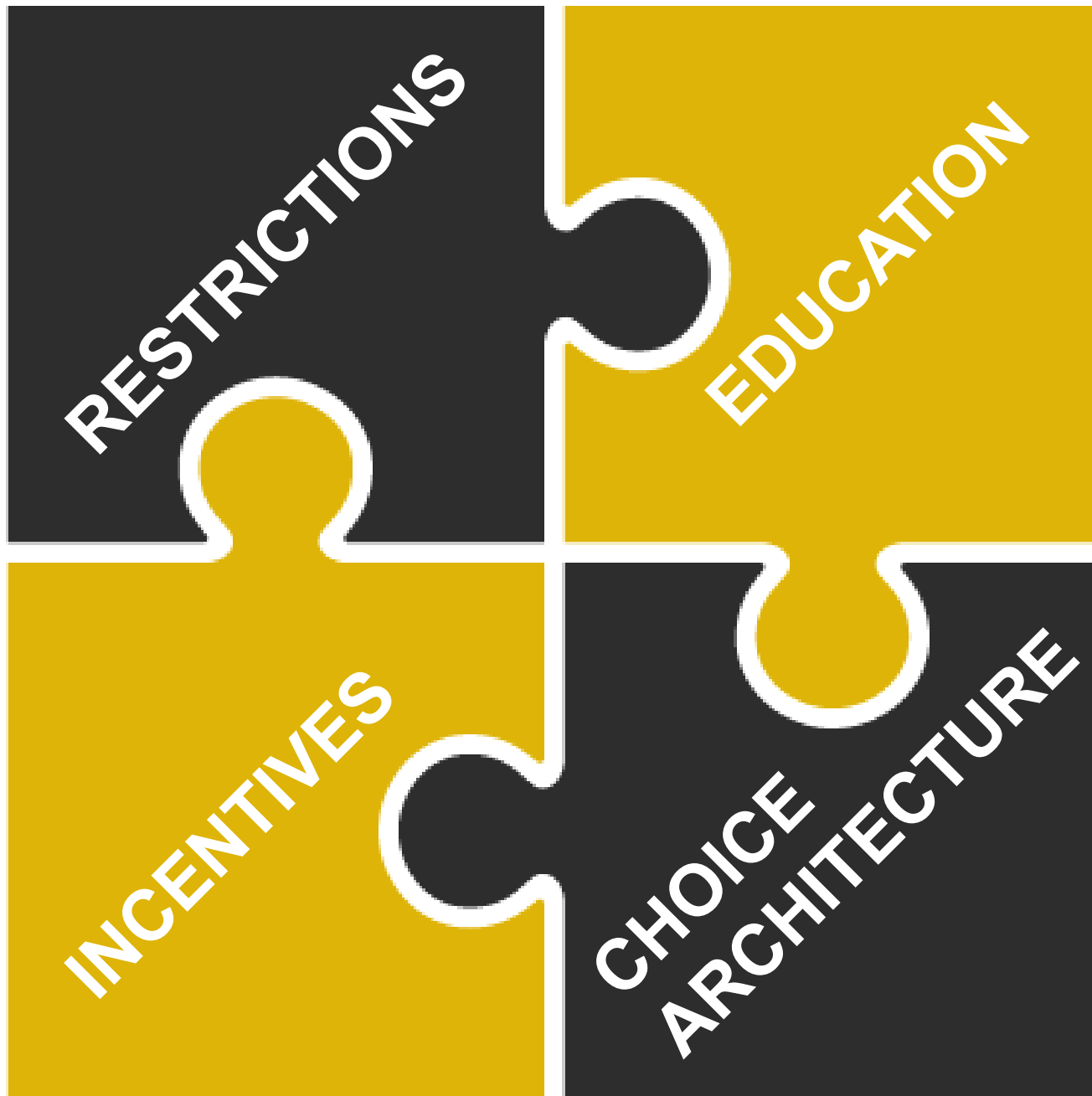
Wilson

# Some concluding thoughts

- 1) The utility (and futility) of debates
- 2) “Nudge theory” isn’t a thing – it’s a lot more nuanced than that!
- 3) The value of the behavioural approach isn’t the results, it’s the process and the methods!
- 4) Ethical considerations

# Debates

*The goal of our debates isn't to determine who (what) is right or wrong. It is to determine how we can get a more nuanced understanding of the phenomenon at hand, and to move towards a better solution that builds off the debate!*



**A “nudge” is one of many approaches to behaviour change**

# The four –itions in psychology

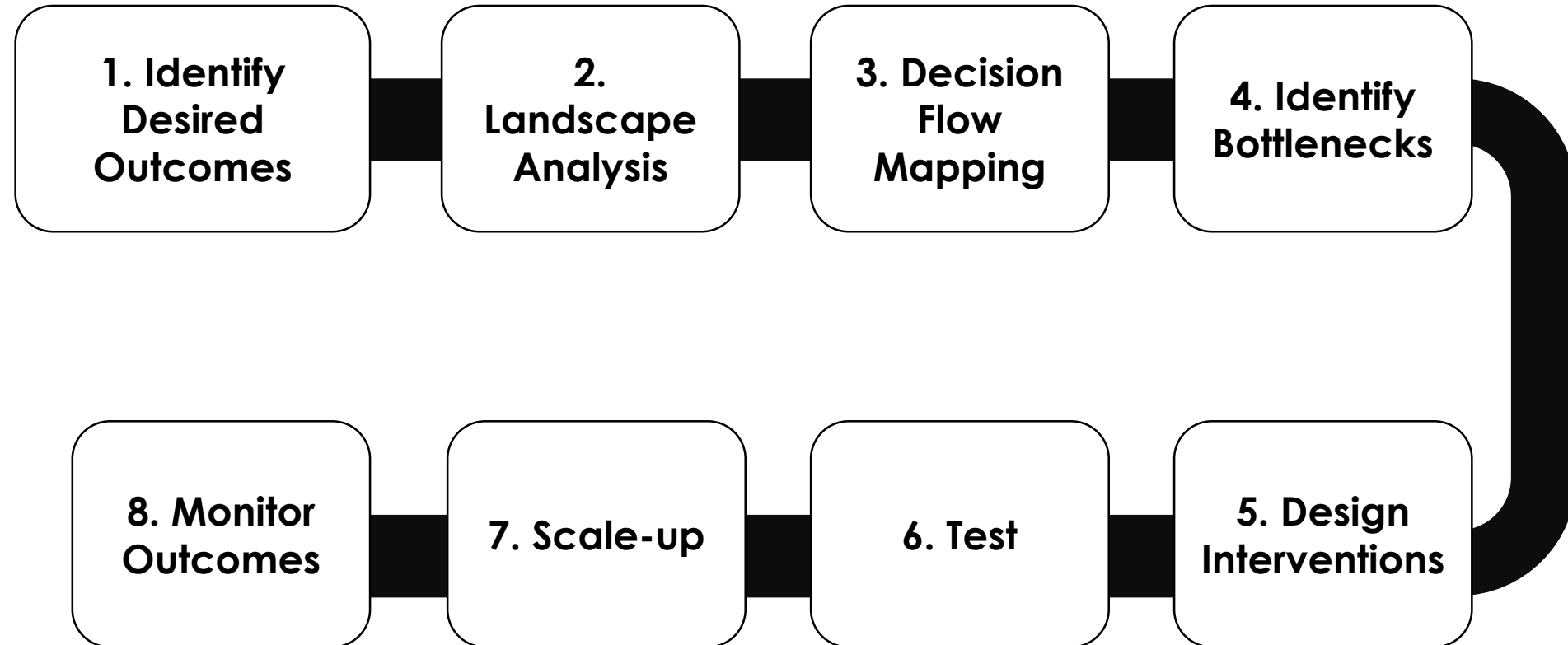
Motivation

Cognition

Perception

Emotion

# Anatomy of a Behaviour Change Project





# myBCC

I wish that [**my target for behaviour change**]  
[customer, employees, colleagues]

Switched from **existing behaviour**

To **desired behaviour**

Because of [**benefit**] [*to them, the organization,  
society, other stakeholders*]

# How might we....

How might we

[achieve a behaviour change outcome]

by [redesigning / changing / replacing]

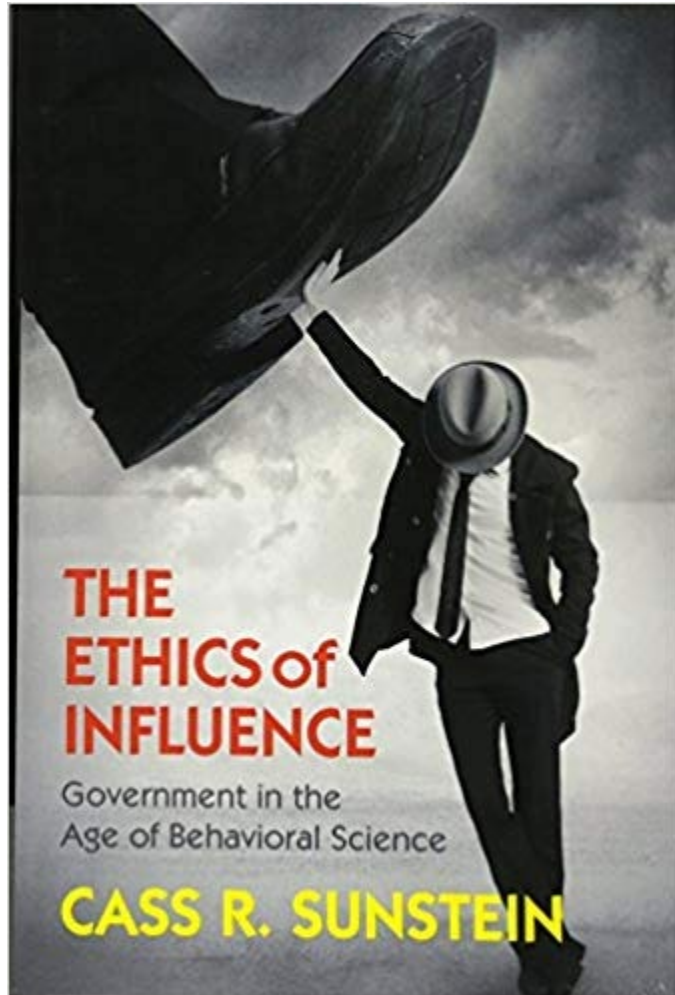
an [existing touchpoint]

in order to [address behavioural frictions]



Behavioural Economics  
in Action at Rotman

# Ethical Considerations



An alternate frame – highlight the alternate frame!

***What are the ethics of not doing anything?***