



# PERSUASION & NUDGING TOWARDS HEALTHIER DIETS

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## CONSCIOUS VS UNCONSCIOUS

Most people's thought and decision processes are unconscious, these are called 'system one' processes. Only a small amount of our thoughts are conscious or 'system two' processes.



Everyday conscious actions like driving or making food choices soon become automatic 'system one' actions.

## FOOD MARKETING & PACKAGING IS IMPORTANT

A study in children found that showing a different cereal package with a smaller vs larger portion size impacted the amount of cereal the children chose to serve into their bowl.



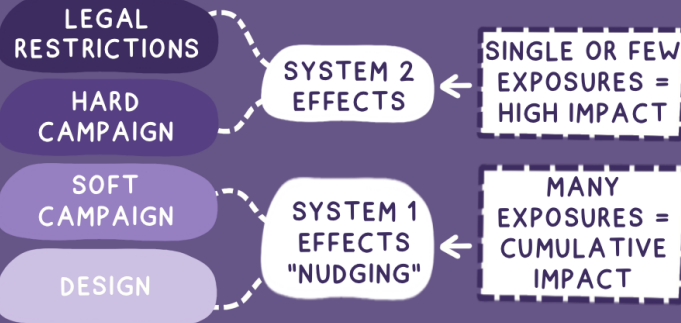
The larger image resulted in a **30% INCREASE** in cereal and milk consumption!

If we want to change peoples attitudes and behaviours towards more healthy and sustainable diets, there are a number of tactics that can target both conscious and unconscious thought processes.



## COMMUNICATIONS TARGETING SYSTEM 1 & 2

It is no longer enough to just communicate with patients and clients to eat healthier. We need lots of little nudges that target the unconscious.



## EFFECTS OF SOCIAL MEDIA



Research suggests that the more unhealthy adverts adolescents see on their social media, the more they consume them. This also works to a lesser extent with healthier foods.

21 adolescents were exposed to **613** food adverts on social media in a week. The majority of these ads were for unhealthy, low nutritious foods.