

Decision Processes Colloquia

Monday, October 28, 2019

Where: 370 JMHH

When: 12:00 – 1:20 pm

Shlomo Benartzi

Professor, Behavioral Decision Making
UCLA, Anderson School of Management

Helping People Save

ABSTRACT:

In the 21st century, consumers increasingly make major financial decisions on digital screens. How can we improve the design of these screens to help them make better decisions? This talk reviews recent research showing that simple and scalable changes to websites and apps can lead to dramatic shifts in the spending and savings decisions of consumers. By applying behavioral insights such as mental accounting, soft defaults, and just-in-time financial education, we can create digital interfaces that improve financial security.