

# Learning to Learn – how the mind learns

MESSENGER

influenced by who communicates information

INCENTIVES

responses to incentives influenced by mental shortcuts  
(e.g. avoiding loss)

NORMS

influenced by what others do

DEFAULTS

‘go with the flow’ of pre-set options

SALIENCE

drawn to what is novel and seems relevant to us

PRIMING

acts influenced by sub-conscious cues (e.g., tacit knowledge)

AFFECT

emotional associations can powerfully influence actions

COMMITMENTS

try to be consistent with our public ‘promises’ and reciprocate acts

EGO

we act in ways that make us feel better about ourselves

Source: Dolan, Hallsworth, Halpern, King & Vlaev, Institute for  
Government and Cabinet Office