

Become an Accessibility Change Agent Using Techniques from Nobel Laureates

Art Morgan

Automatic Sync Technologies

Sumana Silverheels

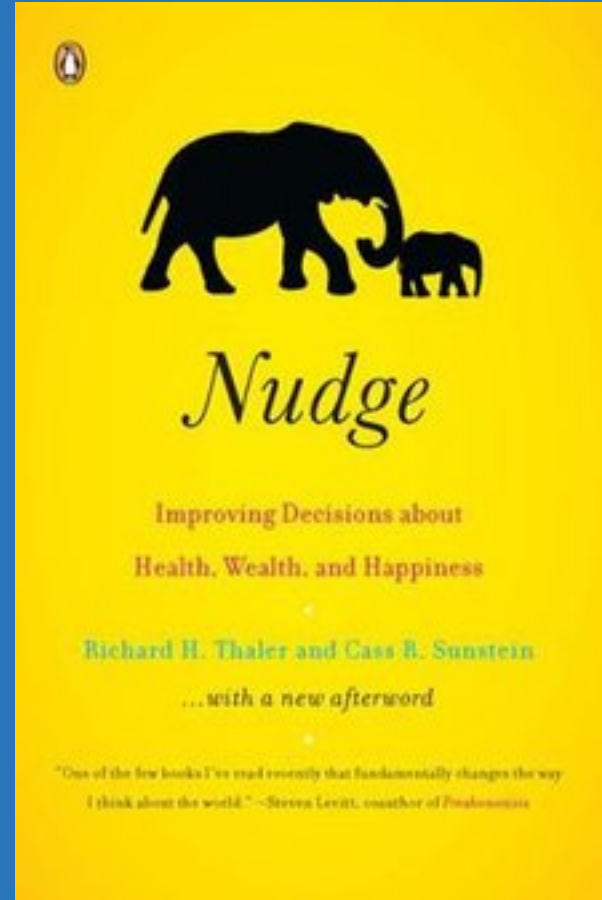
Buffalo State College



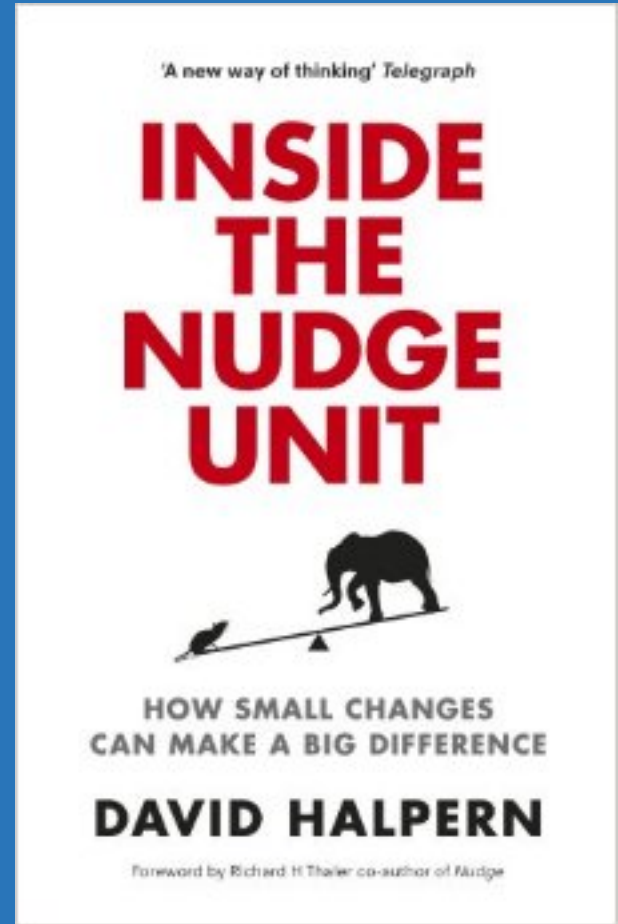
Why I'm a Choice Architect



The Researcher: Richard Thaler



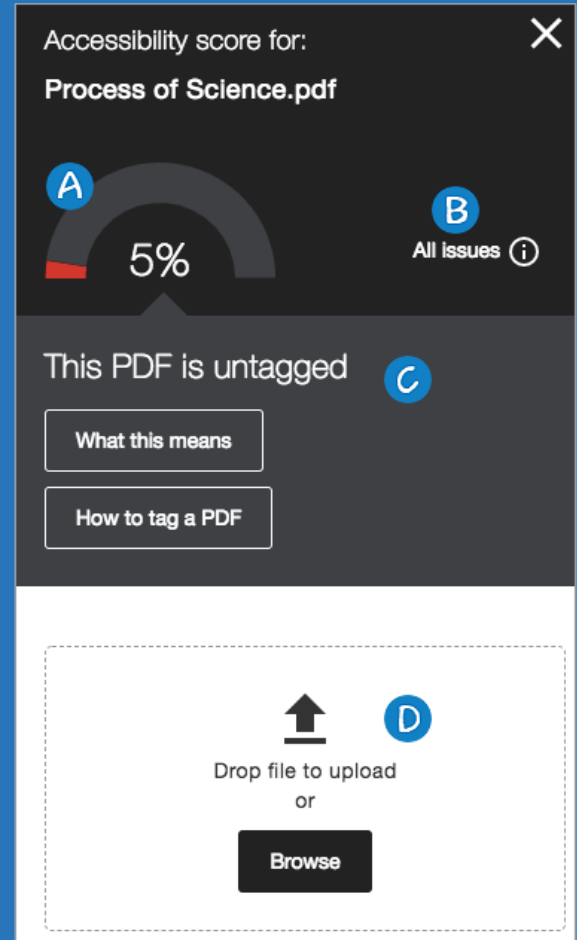
The Implementer: David Halpern




A simple framework: EAST

Easy

- Harness the power of defaults
- Reduce the “hassle factor”
- Simplify messages



Attract!



[Sound of marker on whiteboard]

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AD CC 🔊 ⏪ ⏩ ↺

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[Sound of marker on whiteboard]

A hand draws the CaptionSync logo on whiteboard, then draws a woman in a business suit.

Meet Mary. Mary directs the educational media group at her organization.

Mary stands next to an office building.

Some time ago, Mary realized that video had the potential to dramatically expand the reach of education. It took time, but Mary built a team of video experts, and now her team cranks out dozens of videos each week, with rave reviews from end users. Mary felt good about her move into video. Then one day John, the chief counsel, stopped by Mary's office.

A man in a suit is standing next to Mary. He is smiling, but has his arms crossed across his chest.

Social

- Show that most people do it
- Use the power of networks
- Encourage commitment to others

Timely

- Prompt when most receptive
- Consider immediate costs and benefits
- Help people plan their response to events

**“Nudge for good”
-- Richard Thaler**

Accessibility & Instructional Design Examples

Your ideas?

Resources

- [*Nudge*](#), by Thaler and Sunstein
- [*Inside the Nudge Unit*](#), by Halpern
- [EAST Framework](#)
- Tips for creating your own
[“Accessibility Nudge Unit”](#)
- [Smart Player Demo Video](#)

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