

Bart Schutz – Chief Psychology Officer @ Online Dialogue

# Marshmallows & the Psychology behind Evidence Everything

Closing keynote at  
Conversions@Google Dublin  
November 9<sup>th</sup> 2017







1) Transactional



2) Informational



3) Transformational



## System 2

(always on)

Conscious  
Lazy controller  
Rational (-izing)



## System 1

(lazy controller)

Unconscious  
Automatic  
Heuristic processes



System 2

System 1

 System 2

 System 1

Ability &  
Motivation

Trigger &  
Forced Choices

Distraction &  
Overload

Heuristics &  
Habits

System 2

System 1

 System 2

 System 1

Ability &  
Motivation

Trigger &  
Forced Choices

Distraction &  
Overload

Heuristics &  
Habits



# System 2 – System 2

**A**

HOSTELWORLD

HOSTELS IN DUBLIN, IRELAND

26 Mar 2016, 3 nights • 2 Guests

SORT FILTER MAP

Accommodation	Rating	Price
<b>HOSTEL</b> The Times Hostel - Camden Place 8-9 Camden Place, Du... • 1.7km	4.5 Fabulous € 1496	€19.00 Free WiFi
<b>HOSTEL</b> Sky Backpackers 2-4 Lifford Lane, Dub... • 0.4km	4.8 Fabulous € 709	€26.00 Free WiFi
<b>APARTMENT</b> Abbey Court Apartments 29A Bachelors Walk... • 0.4km	4.9 Fabulous € 320	€80.00

**B**

HOSTELWORLD

Dublin: 85 hostels available

26 Mar 2016, 3 nights • 2 Guests • Change Search

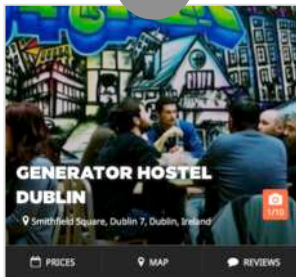
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**Winner**

# ⚙️ System 2 – ⚙️ System 2

A



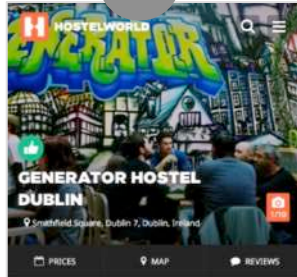
The Generator Hostel - one of Europe's best loved and most award-winning...[Show more](#)

**8.6** Fabulous  
2,495 Total Reviews

Out of all the hostels I have stayed at so far, the Generator in Dublin is number one. Cl...  
Anonymous, New Zealand

[Check Availability](#)

B



**8.6** Fabulous  
2,520 Total Reviews

The Generator Hostel - one of Europe's best loved and most award-winning hostel brands - arrived in Dublin in 2011 and hasn't looked back since!

The Generator is Dublin's newest and most exciting hostel which offers state-of-the-art facilities, quality rooms, a central location, a fun atmosphere and much more - for the right price!  
[Show more](#)

Winner



System 2

System 1

 System 2

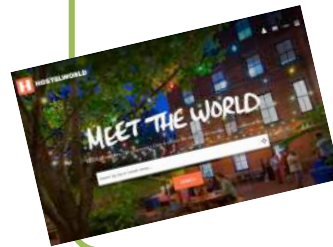
 System 1

Ability &  
Motivation

Trigger &  
Forced Choices

Distraction &  
Overload

Heuristics &  
Habits



# System 2 – System 2

# System 1 – System 1

**A**

HOSTELWORLD

### HOSTELS IN DUBLIN, IRELAND

26 Mar 2016, 3 nights 2 Guests

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**B**

HOSTELWORLD

### Dublin: 85 hostels available

26 Mar 2016, 3 nights 2 Guests

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**Winner**

**A**

HOSTELWORLD

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26 Mar 2016, 3 nights 2 Guests

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**B**

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# ⚙️ System 2 – ⚙️ System 2

# ♥️ System 1 – ♥️ System 1

**A**

**GENERATOR HOSTEL DUBLIN**  
 9 Smithfield Square, Dublin 7, Dublin, Ireland

PRICES MAP REVIEWS

The Generator Hostel - one of Europe's best loved and most award-winn...[Show more](#)

**8.6 Fabulous**  
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 Anonymous, New Zealand

[Check Availability](#)

**B**

**GENERATOR HOSTEL DUBLIN**  
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PRICES MAP REVIEWS

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The Generator Hostel - one of Europe's best loved and most award-winning hostel brands - arrived in Dublin in 2011 and hasn't looked back since!

The Generator is Dublin's newest and most exciting hostel which offers state-of-the-art facilities, quality rooms, a central location, a fun atmosphere and much more - for the right price!  
[Show more](#)

**Winner**

**A**

**GENERATOR HOSTEL DUBLIN**  
 9 Smithfield Square, Dublin 7, Dublin, Ireland

Overview Prices Facilities Map Reviews

**8.6 Fabulous**  
 2,495 Total Reviews

Great place for groups. The set up of the common areas look that great for solo travelers all in one big and not weird for social interactive. Beds, wifi and facilities are great.  
 Anonymous, United States

About Generator Hostel Dublin  
 The Generator Hostel - one of Europe's best loved and most award-winning hostel brands - arrived in 2011 and hasn't looked back since!  
 The Generator is Dublin's newest and most exciting...  
[Show more](#)

[Check Availability](#)

**Winner**

**B**

**GENERATOR HOSTEL DUBLIN**  
 9 Smithfield Square, Dublin 7, Dublin, Ireland

Overview Prices Facilities Map Reviews

**Property Description**  
 The Generator Hostel - one of Europe's best loved and most award-winning hostel brands - arrived in Dublin in 2011 and hasn't looked back since!  
 The Generator is Dublin's newest and most exciting hostel which offers state-of-the-art facilities, quality rooms, a central location, a fun atmosphere and much more - for the right price!  
 We have lots of free stuff for our guests, including free bed linen, free towels in the singles and twin rooms, a washing line, luggage storage on arrival and departure, lockers in the dorm rooms (generator so bring your own padlock!) There's also paid on-premise internet terminals.  
 There's free events happening every night, with drinks promotions and quizzes, karaoke, DJs, acoustic and contemporary, air-dryng games, madcap monthly theme parties and more. Don't forget our regular movie nights in our in-house cinema room!

**8.6 Fabulous**  
 2,495 Total Reviews

Value For Money	8.5
Security	9.1
Location	8.3
Staff	8.4
Ambience	8.8
Cleanliness	8.9
Facilities	8.6

[Book this property](#)

System 2

System 1

System 2

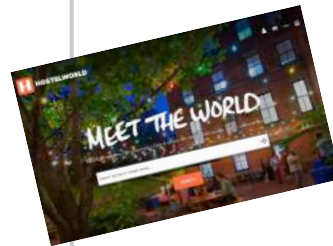
System 1

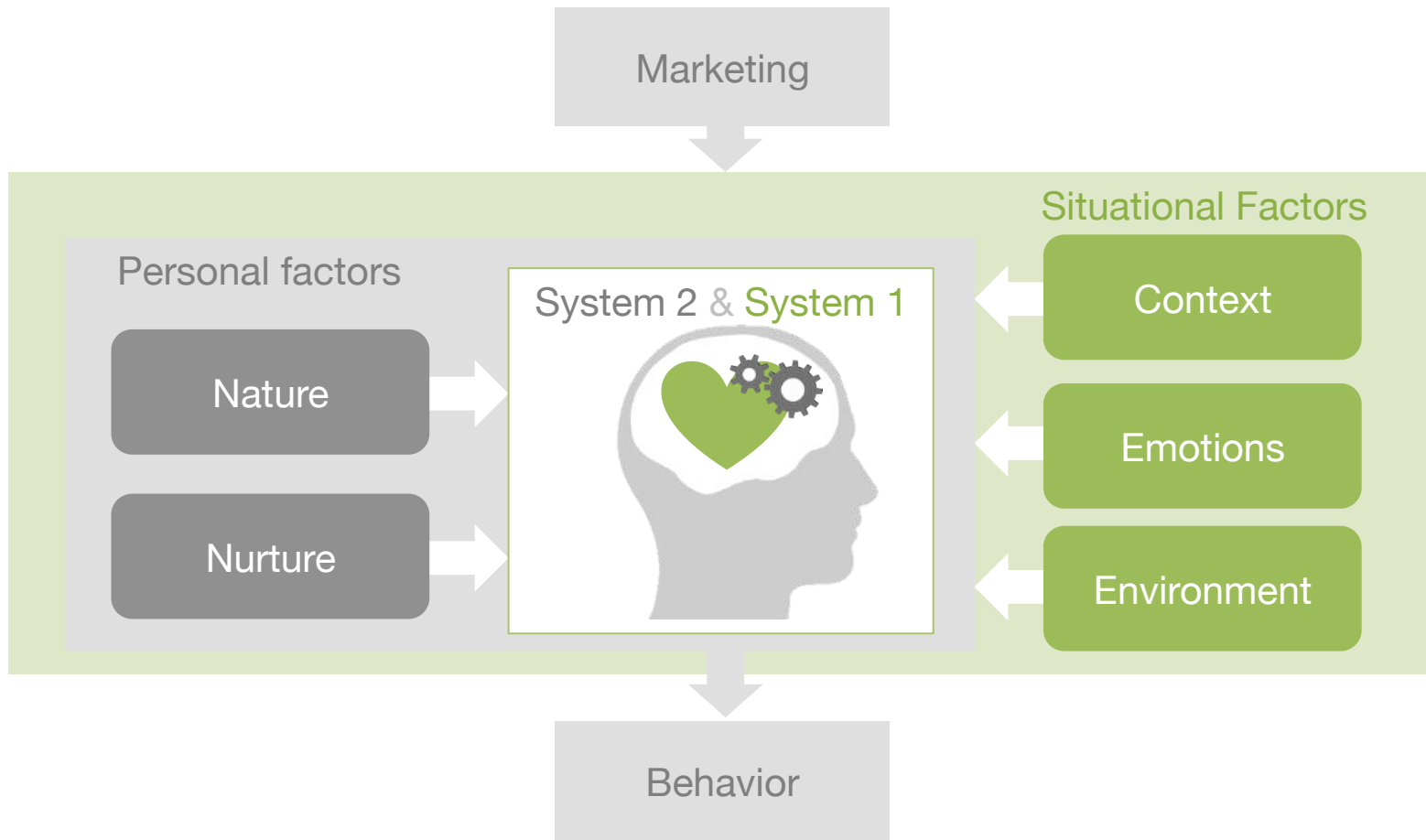
Ability & Motivation

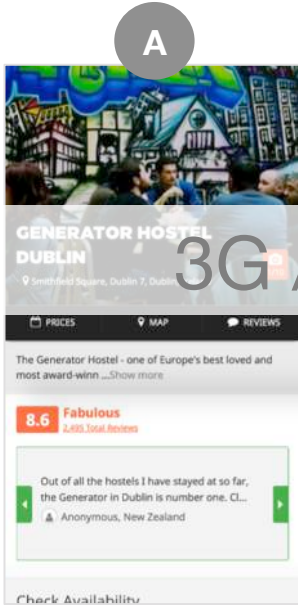
Trigger & Forced Choices

Distraction & Overload

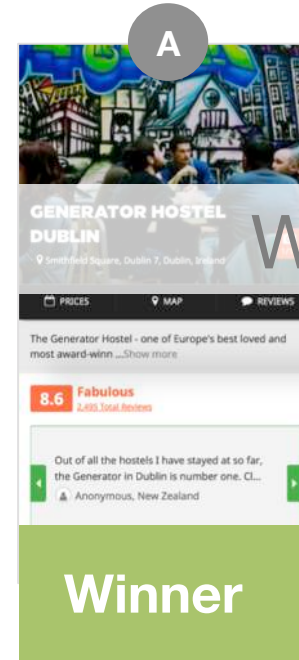
Heuristics & Habits







3G / 4G



WiFi





1) Transactional



2) Informational



3) Transformational

# Marshmallows & the Psychology

behind Evidence Everything  
& Ethical Everything



**Slides:** [ondi.me/gconvert17](https://ondi.me/gconvert17)

**Contact us:** [info@onlinedialogue.com](mailto:info@onlinedialogue.com)

**Psy blog & course:** [wheelofpersuasion.com/course](https://wheelofpersuasion.com/course)