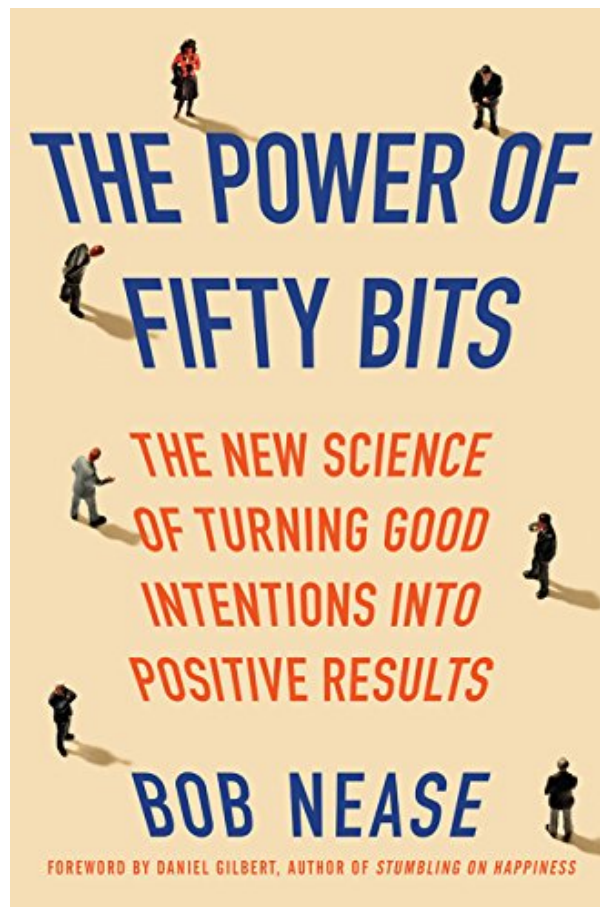
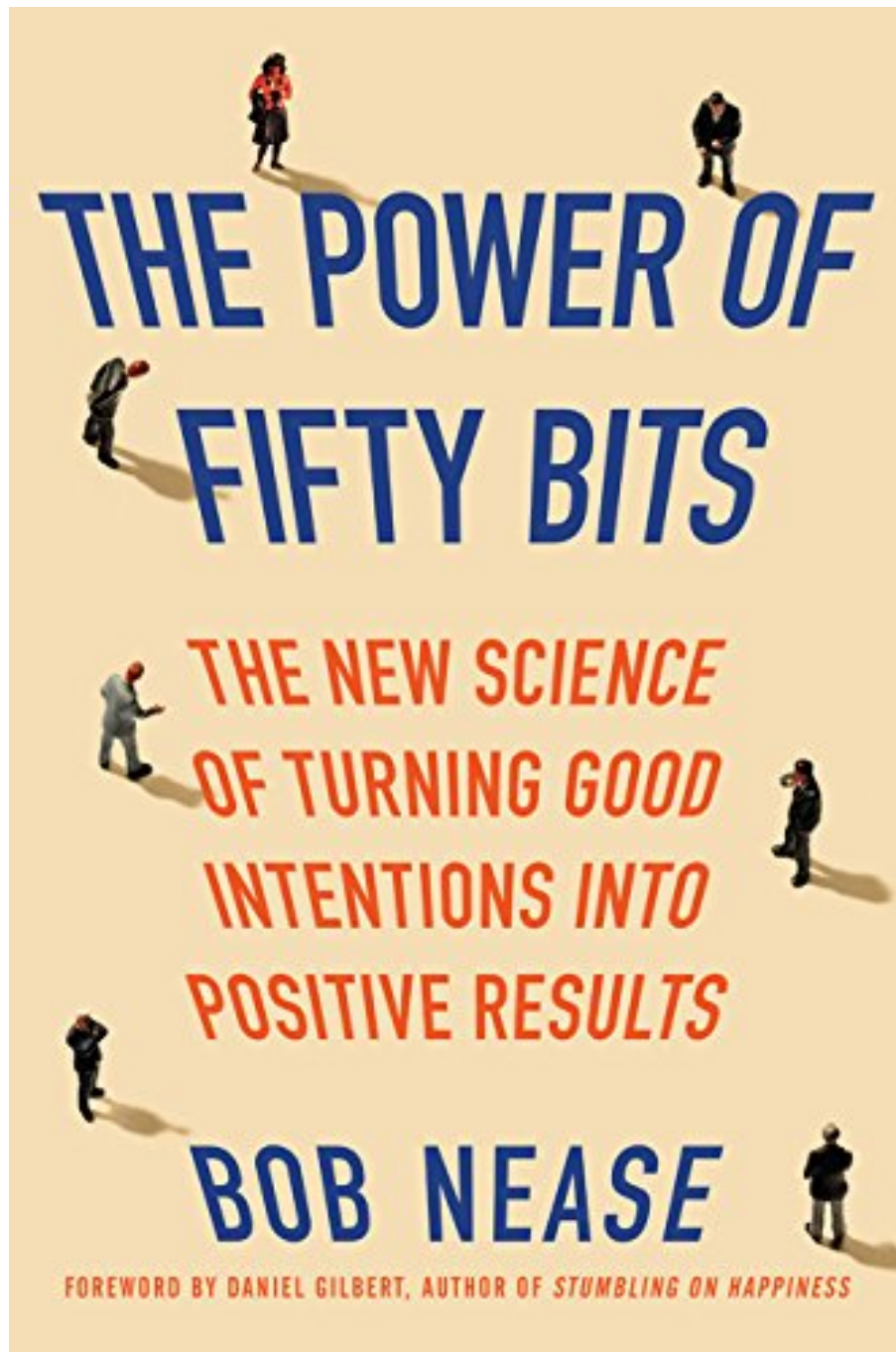


**THE POWER OF FIFTY BITS: THE NEW
SCIENCE OF TURNING GOOD INTENTIONS
INTO POSITIVE RESULTS BY BOB NEASE**



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Nease offers a set of powerful and effective strategies to change behavior, including:

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- And more.

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Most helpful customer reviews

4 of 4 people found the following review helpful.

How to turn inattention and inertia into action

By Liz Guthridge

Bob Nease has written a clear, compelling case for why we need to focus on behavior design--if we want to help ourselves and others do things we want to do. It's hard to get things done because our attention span is so short even without us practicing continuous partial attention or even worse, multi-tasking. The road to good intentions is paved with hell and so many more pleasurable distractions.

Nease serves as a great role model for this "new science of turning good intentions into positive results." His book is easy to read and understand. He also takes the high road and talks about how the brain is "wired for inattention and inertia"-- more diplomatic terms than the ones I've been using. (I still love Matthew Lieberman's observation that he makes in his book *Social: Why Our Brains Are Wired to Connect* that we're all "mental couch potatoes.") "Inattention and inertia" sound so less threatening compared to "mental couch potatoes who stick with the status quo."

Based on Nease's work at Express Scripts and interest in wellness, women's reproductive health, and other health care issues, the book also features great examples that many readers should relate to.

And from a behavior designer's point of view, Nease is wise to emphasize that somebody has to do the work; it won't just go away. Yet, if you really want people to use your service or do something new at work in addition to everything else they're doing, it often behooves you to take the time and devote some resources to behavior design, which often means shouldering a lot of the work. Among other steps, you've got to create an attention-getting "ask" and then figure out the best way to turn that "ask" into an "act." In my experience, thanks to studying with Dr. BJ Fogg, considered the father of behavior design, I've learned that people are more inclined to act if they'll have a "simple, social and fun" experience. They'll ignore you or drag their feet if it's too hard.

I do wish Nease had acknowledged BJ Fogg and his work in the book, especially since both studied at Stanford, and BJ has his Persuasive Technology Lab based there.

Nonetheless, considering how few books are available on behavior design, this is a great one to have by your side if you want to help yourself and others put into motion the good intentions that already exist.

4 of 4 people found the following review helpful.

What in the heck is 50 bits?

By Sonja Quale

Fifty Bits is a design for making good decisions easy. Whether you are in HR, Product Development, Marketing, or you are just human, this book will hook you in with humorous stories and keep your attention

as you learn about how to guide people toward making good decisions easy. I found this book a fascinating, entertaining look at human behavior that is practical in my everyday life. I will use it as a mom and as someone responsible for helping my clients make good choices about saving money. Dr. Nease, at the end of the book, says it is his deep hope and strong belief that the fifty bits design will be an important part of our success and I think it will.

2 of 2 people found the following review helpful.

Amazing book--totally worth a read

By A. P.

Bob Nease makes a really tough topic - how to change peoples' behaviors - easy to understand and easy to address. With all of the books about behavior economics and behavioral science (Nudge, Blink, Switch, Sway... the list goes on and on), one would think there would be little left to say.

But there is plenty of new ground to cover, and Nease guides us through nearly all of it. As interesting as all of the books to date have been, they leave readers with little clue as what to do next. Nease grabs that idea and runs with it. Based on his work as the chief scientist at a large healthcare company, the book lays out a easy-to-follow and proven framework for improving behavior at work, at home, and in our communities.

The basic premise is that bad choices aren't the results of misplaced intentions. Instead, most of our bad behaviors reflect good intentions upon which we fail to act. At the root of the problem is a stunning cognitive limitation (and the basis for the somewhat cryptic title): of the 10 million bits of information that our brains handle each second, only 50 bits are set aside for conscious thought. Nease argues that scarcity of attention leads to an "intent-behavior gap."

This disconnect between intention and behavior is a critical insight because it changes the focus of efforts to improve behaviors. All too often, Nease says, we assume that bad behaviors are the result of bad intentions, and that leads us to try to change peoples' underlying intentions. The results of these efforts are often disappointing... because bad intentions aren't the problem.

Instead, "The Power of Fifty Bits" offers seven strategies for "activating" the good intentions that most people already have. Each of these strategies is brought to life with engaging, everyday examples. (I was surprised at how pervasive these strategies are in my daily life. Without the fifty bits framework, however, I just didn't see them.) The book also offers suggestions and examples of how to combine the strategies to maximize their effectiveness.

This is a well-written, scientifically grounded, fun, and accessible field guide. If you are serious about changing behavior among your customers, colleagues, family or even yourself, read this book!

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