

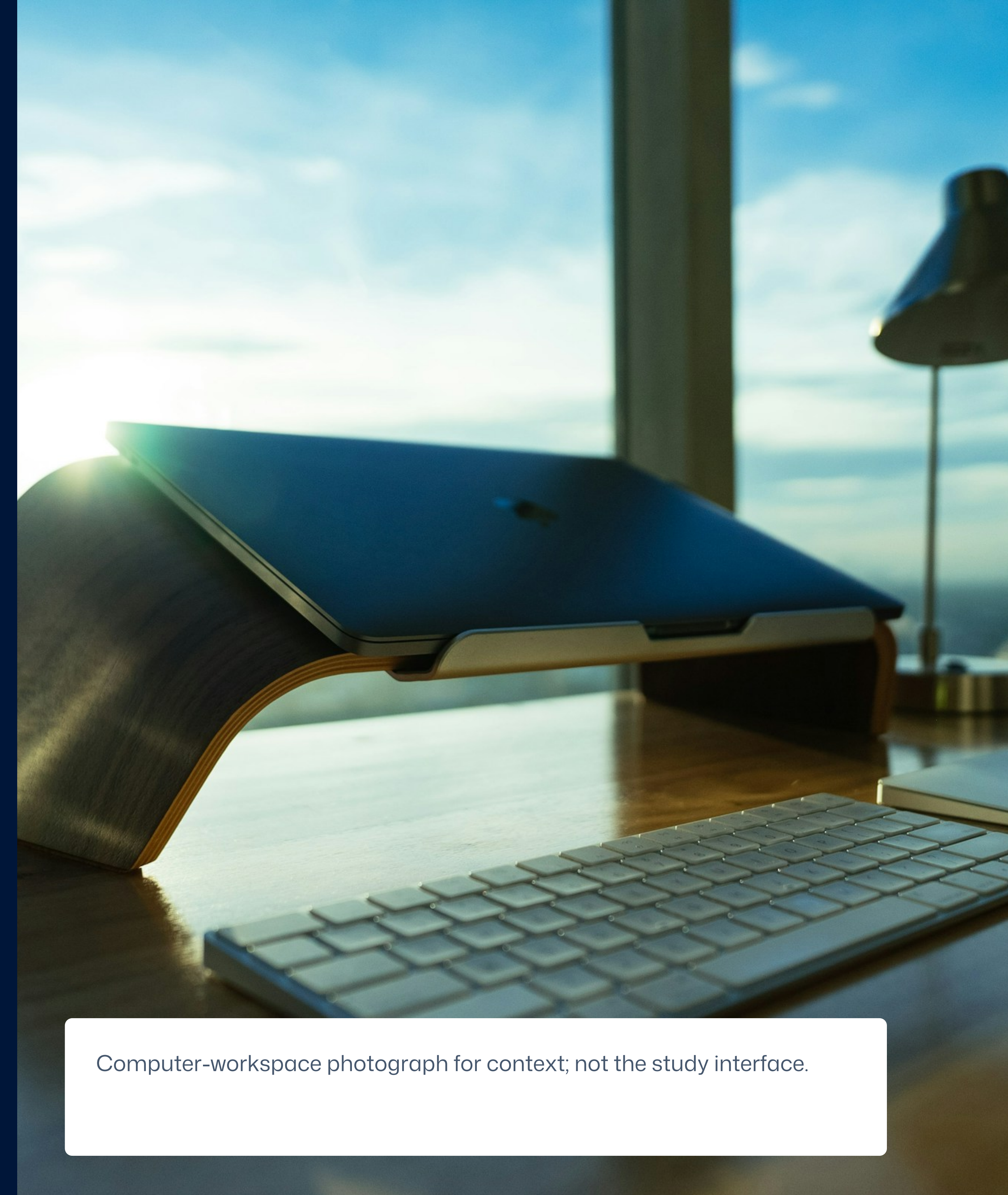
The choice already selected

A hypothetical donor-choice experiment tested three starting states.

+40 pp

Agreement in opt-out versus opt-in condition

Johnson & Goldstein / 2003



Computer-workspace photograph for context; not the study interface.

01 / HOW THE COMPARISON WORKED

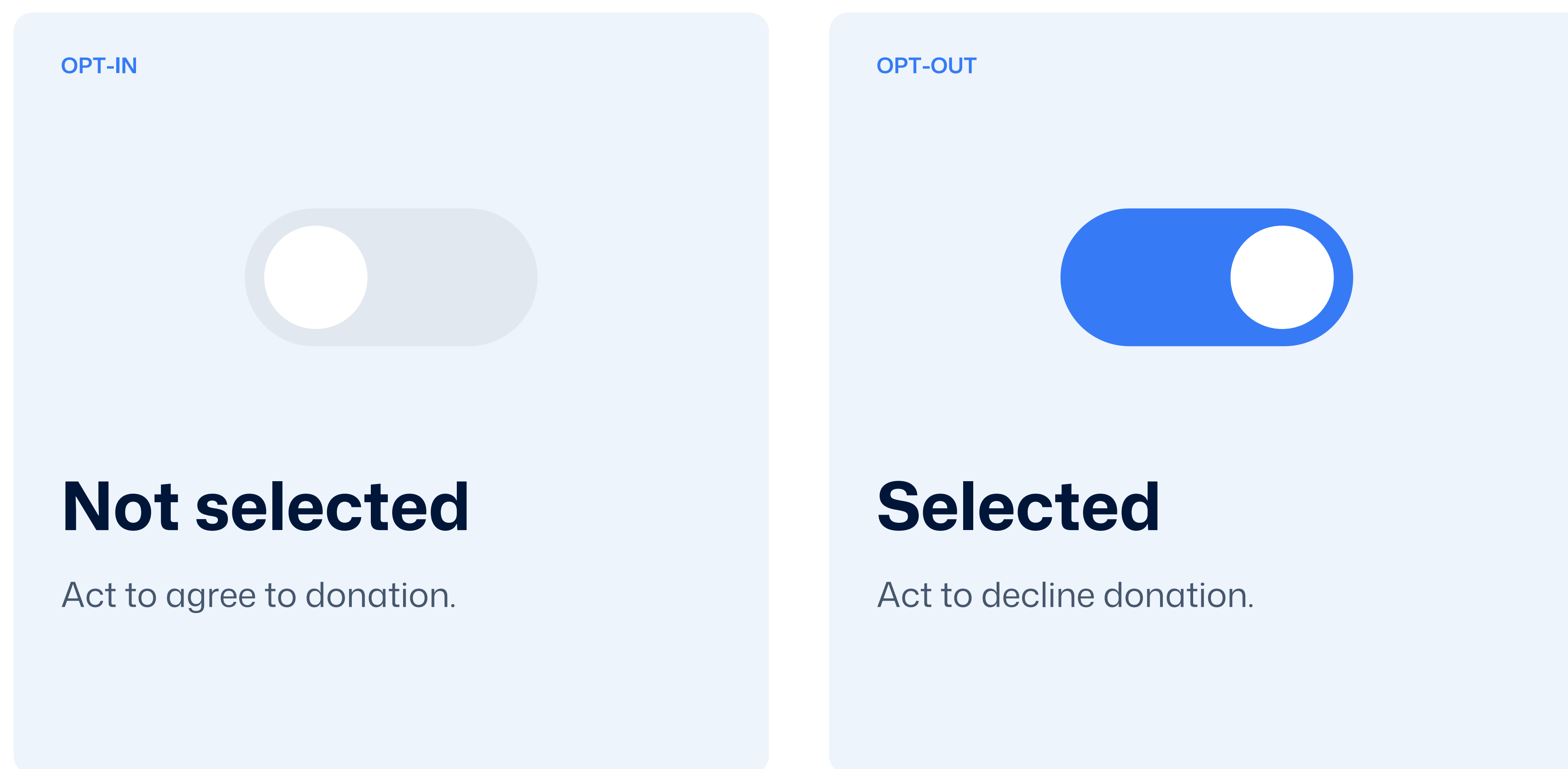
What changed. What was measured.

An online experiment with 161 participants compared opt-in, opt-out and neutral wording for a hypothetical organ-donor decision. Changing the default required a simple choice.

MEASURE

Share agreeing in the hypothetical task

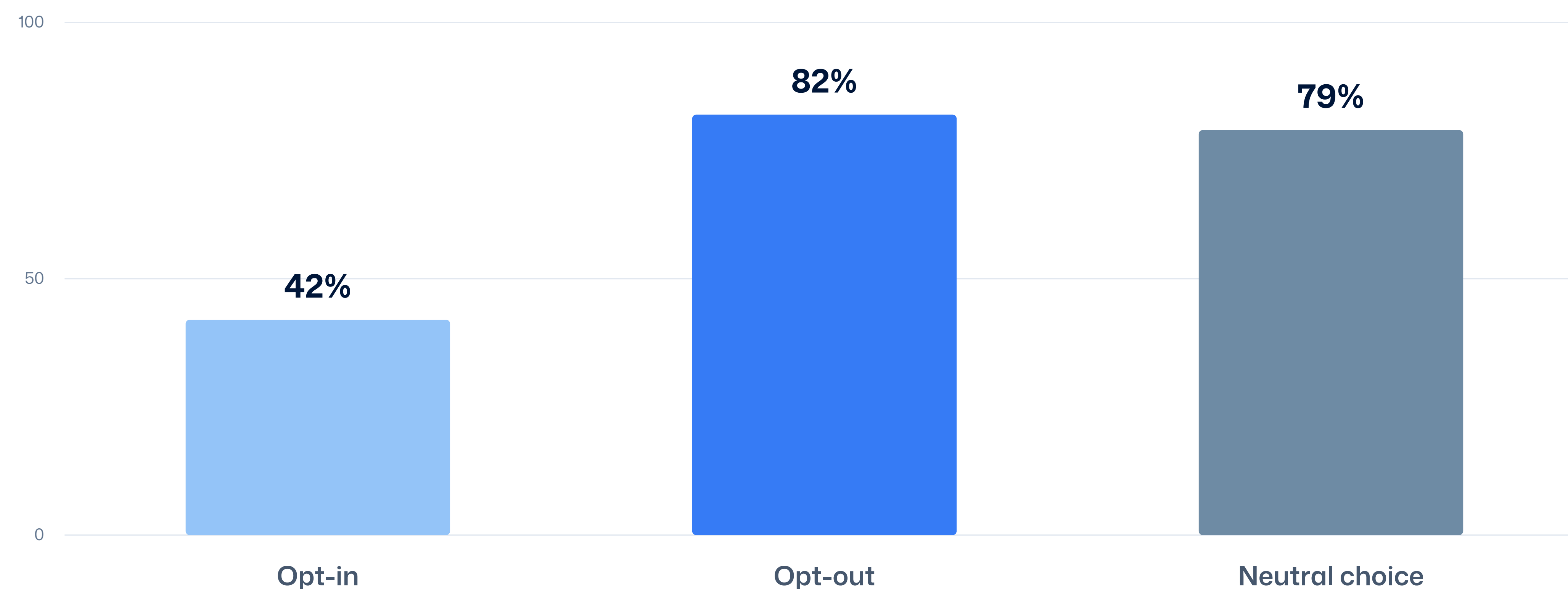
The neutral condition required an active choice; agreement was 79%.



Schematic reconstruction. Labels paraphrase the experimental conditions.

02 / WHAT THE STUDY FOUND

Starting states produced different responses



Hypothetical agreement, N = 161 across conditions. These are not actual registrations or transplant rates. pp = percentage points.

READ THE RESULT

A default is part of the experience

A short hypothetical task cannot establish real-world follow-through or informed consent.

Can an active choice improve understanding and confidence?

1 DESIGN

Compare transparent starting states with an active-choice version. Keep changing the selection simple and visible.

2 PRIMARY MEASURE

Informed choice and recall of the selected option

3 CHECK ALONGSIDE IT

Easy reversal, complaints and unintended selections

INTERPRETATION

Treat the initial state as a design decision. Research understanding and control alongside selection rates.

Proposed study, not a completed client project.

EVIDENCE & IMAGE CREDIT

Johnson & Goldstein (2003). *Science*, 302(5649), 1338-1339.

DOI: [10.1126/science.1091721](https://doi.org/10.1126/science.1091721)

[Original source / full study >](#)

Photo: [JC Gellidon / Unsplash](#)

Context image; not documentation of the original experiment. Diagrams redrawn by Core Behaviour.