

**Email response from Per Kristensson ([per.kristensson@kau.se](mailto:per.kristensson@kau.se)) for Colada 106  
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- We agree that our baseline is not optimal and represents a potential bias (but at least gave us some comparable data as to how bananas were sold the previous week).
- This is a field experiment with all the weaknesses (and strengths) that such method brings with it.
- Perhaps of interest (giving this study some thoughts viewed from a distance), a general review response that we received while submitting the study (2015ish) was something along the lines of “these results doesn’t represent anything new as laboratory studies already have confirmed them”. Now, the interpretation of the study has switched over to the opposite corner where studies are indicating that nudging might actually have much less of an effect than what researchers previously have thought/found (e.g., DellaVigna & Linos, 2022). As critically thinking researchers we find this latter direction important to further study and the questions raised in this conversation needs to be taken into consideration in future research.