

Perceived efficacy of Digitalised Food Nudges among Type 2 Diabetics in the Czech Republic

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Abstract: The increase in obesity and diabetes mellitus type 2 (DM2) is one of the current problems of public policy in the Czech Republic. The costs of diabetes treatment take up to 15% of the public health insurance per year. Solution emerges in employing nudging strategies including digital transformation that changes the technological environment, social relations as well as decision-making processes. The article focuses on the hitherto unresearched perceived efficacy of universal and personalized (so called high-touch) as well as digital nudging (low-touch) for healthy eating in the field of diabetology through various mechanisms such as loss-frames, gain-frames, negative bias or overconfidence. The aim of this paper to find out the generally perceived efficacy of food nudges among Czech diabetics considering, among others, the role of age and digital competence on the use of health and social care services. The average age of a Czech diabetic is 65 to 70 years. The questionnaire research is planned from December till January 2023 and will be followed by expert prospective analysis. The qualitative data will be available in late March 2024 and the paper elaborated in April 2024. The study's insights will provide a deeper understanding of diverse needs regarding behavioral tools and enable derive of guidelines for the future health policy implementation in the field of obesitology and diabetology and reflect opportunities for build-up provided by digitalization.