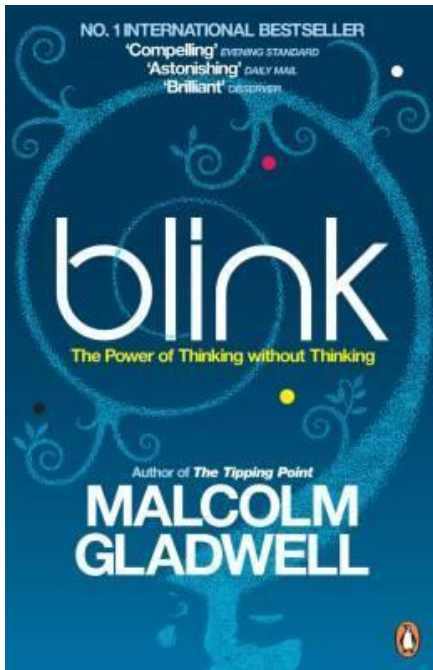
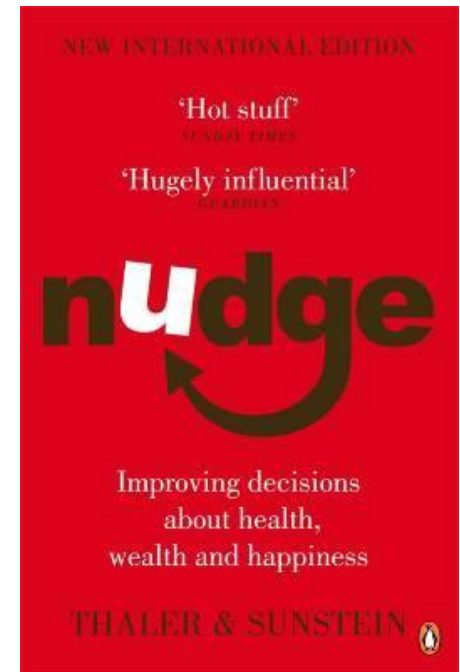


...say no more...



- Classified as a psychology text
- Adaptive unconsciousness
- 'Thin slicing'

- Classified as a business/politics text
- 'Liberal paternalism...'
- 'Choice architecture
- Several ready-made 'crossbench' policy recommendations
- Professes to be apolitical

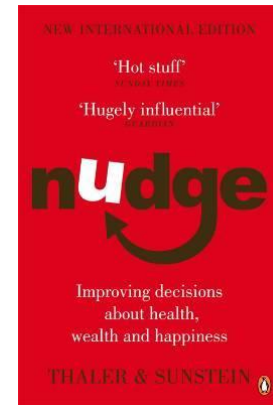
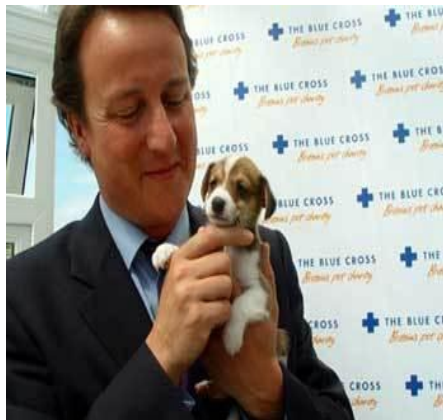
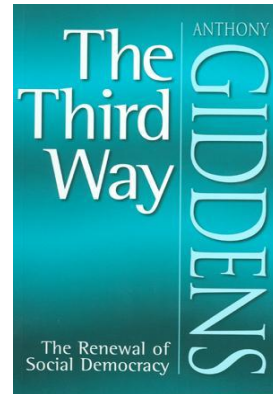
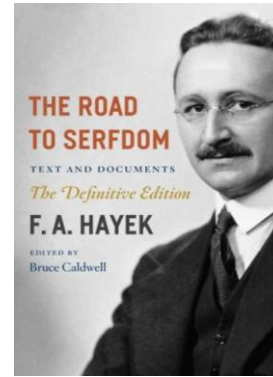


A genre?

- One big 'new' idea
- Easy to understand
- Recontextualize theories of behavioral economics, psychology and sociology.
- New terminology
- Cherry-picked evidence base and often anecdotal
- Appeal to politicians, policy makers and businesses
- 'Self help books for society'
- Other examples might be *The Tipping Point* (Gladwell); *The Long Tail* (Anderson); *Freakonomics* (Levitt).

So what?

Impact for academia?





CabinetOffice

Behavioural Insights Team

Better Choices: Better Deals

Consumers Powering Growth

Applying behavioural insight to health

Policy recommendations (1)

- **Access to information - giving people access to loyalty card data held by large companies**
- Lowest energy tariff information
- Food hygiene rating on restaurants etc.
- **'Collaborative consumption' and 'Collective purchasing'.**
- League table and performance data for the public sector - "Their role is likely to become more important in future as public service markets are opened up and there is scope for further choice-tools to be developed." Hooray!

Policy recommendations (2)

Organ donation - 'prompted choice' with DVLA licence applications

Teenage pregnancy - Teenagers and Toddlers charity. Teenagers go into a 20-week programme where they mentor a toddler

Drinking - campaign in Welsh universities to point out how much students drink in an effort to impose **social norms** as people underestimate the amount they drink

Shopping trolley redesign - have an area reserved and marked for fruit and vegetables... "large increase in fruit and vegetables bought" no impact on shop profitability...Hooray!

Behaviour change - Fun Theory



Step2Get

Step2Get trail in two London Schools:

Swipe card connected to readers on lampposts - children were asked to touch the lamp post and given rewards like Topshop vouchers and cinema tickets - track progress online and compare results with peers. Increase of 18% of children walking to school...but a new social norm was apparently created.



So what?

- Nudge is not *The Road to Serfdom* or *The Third Way*.
- Government appears to be looking into opening up consumer activity data
- Nudge's influence has ignited a debate about the the use (and lack) of evidence-based decision making at a national level

The Science and Technology Select Committee Report on Behavioural Change: found there was no evidence for the effectiveness of 'nudge' theories.

Two main recommendations:

- If the government continues with 'nudge theory' they need to monitor its effectiveness on a nationally statistical scale.
- "The Government appoint a Chief Social Scientist who reports to the Government Chief Scientific Adviser and is an independent expert in social science research to ensure the provision of robust and independent social scientific advice."

Finally

As social scientists should we 'dumb down' and coopt the successful Nudge and Blink book formats?

Should we be monitoring how findings are used? Journal responses vs static books.