Old habits die hard
New pathways of behaviour change

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Structure

Behaviour

Nudges

Taxonomy

Criticism

Newest pathways
1. Behaviour
Context and aim of the research

Diagram of two tables.
Two cognitive systems

System 1
- Fast
- Unconscious
- Automatic
- Everyday Decisions
- Error prone

System 2
- Slow
- Conscious
- Effortful
- Complex Decisions
- Reliable

 Thoughts from "Thinking, Fast and Slow" by Daniel Kahneman

"[A] masterpiece...This is one of the greatest and most engaging collections of insights into the human mind I have read." — William Easterly, Financial Times
Predictable irrationality
2. Nudges
Definition of nudging

- *Nudge* = a light touch or push (in the ‘right’ direction)

- *Nudge* = “any aspect of the choice architecture that alters people’s behavior in a predictable way without forbidding any options or significantly changing their economic incentives."

- Libertarian paternalism
### Policy instruments

<table>
<thead>
<tr>
<th>Category</th>
<th>Positive</th>
<th>Negative</th>
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</thead>
<tbody>
<tr>
<td><strong>LEGAL</strong></td>
<td>Prescriptions</td>
<td>Prohibitions</td>
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<tr>
<td>Regulatory</td>
<td>Licenses, permits</td>
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<td><strong>ECONOMIC</strong></td>
<td>Subsidies, grants</td>
<td>Taxes, user chargers</td>
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<td>Financial</td>
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<tr>
<td><strong>COMMUNICATION</strong></td>
<td>Information education campaigns</td>
<td>Propaganda naming and shaming</td>
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<td>Persuasion</td>
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</table>


### Nudging & BI

- Education
- Engineering
- Enforcement
Policy instruments

Behavioural insights improve traditional tools for policy making...

Regulation

Incentives

Information

Behavioural Insights
Behavioural Insights and Public Policy
Institutions applying BI to public policy around the world

3. Taxonomy
Methodology of nudges

EAST
Four simple ways to apply behavioural insights

- Easy
- Attractive
- Timely
- Social
Simplification and framing of information

Changes to the physical environment

Changes to the default policy

The use of social norms

Taxonomy
1. Simplification and framing of information
2. Changes to the physical environment
3. Changes to the default option

OPT IN

OPT OUT

ORGANIZATIONS

Johnson & Goldstein (2003)
4. The use of social norms
4. The use of social norms

The Opower Home Energy Reports
4. Criticism
Criticism on nudging

- Lack of transparency
- Patronizing and manipulative
- From democracy to technocracy
- Effectiveness and cost efficiency
- Short versus long term
- Context-dependent
- Old wine in new bottles
- Who’s nudging the nudgers?

RMO (2014)
Manipulation?

Hansen & Jespersen, Nudge and the Manipulation of Choice, 2013
5. Newest pathways
Theory of planned behaviour

Attitude

Subjective Norm

Perceived Behavioral Control

Intention

Behavior

Theory of planned behaviour
Icek Ajzen
Newest pathways

- Social identity construction (Mols et al, 2015)
- Boosts (Hertwig & Grüne-Yanoffs, 2016)
- Educated nudges (Sunstein, 2016)
- Nudge plus (John, 2009, 2011, 2018)
A dual strategy to conclude

→ **Addressing the rational dimension of behaviour**
  
  *Eg. better informed, cost/benefit ratio*
  
  ➔ Traditional instruments

→ **Harnessing the unconscious dimension of behaviour**
  
  *Eg. biases and heuristics*
  
  ➔ Behavioural Insights & Nudging
Thank you for your attention!