Index

academics 5, 55, 57, 61, 65, 78, 106
in behavioural public policy 61–3
role of 64
alcoholism 26–7, 30
Anderson, Joel H. 111–13
Ariely, Dan 66, 76, 96
backfire effect 30
Barber, Michael 78
Becker, Gary S. 42, 142
Becoming a Man (BAM) programme 130
The Behavioral Foundations of Public Policy (Shafir) 61
'A behavioral model of rational choice' (Simon) 43–4
Behavioral Science and Policy Association (BSPA) 61, 85
behaviour change 24–5
critiques of rational model 43–5
and nudge 4–7
policies 12–13, 26–8, 75, 125
rational action and 28–9
reactance 29–30
reformers 36
social science and 39–40
behavioural economics
'anchoring' 46
books for 64–6
changes in 49–50
diffusion of 52
mainstream 47–9
'mental accounting' 46
in 1980s and 1990s 47
policy problems 51–2
simplification of 56
sophistication of 50–51
Behavioural Economics Team of the Australian Government (BETA) 84
behavioural errors 136
behavioural ideas 7, 17, 64, 77, 82, 85, 106
behavioural insights 9, 10, 79–80, 89–90, 93, 107, 146
application of 130
in Britain 74–6
in France 84
in Netherlands 83–4
translation 82–5
in UK 82–3, 85
in USA 82–4
Behavioural Insights Team (BIT) 5, 72–3, 76–9, 90
achievement 78
behavioural ideas 81–2
critics 78
innovation 80
rules and regulations 81
from special unit to international not-for-profit 80–82
work on error and debt 96
'behavioural market failure' 116
behavioural problems
cause of 30
crime and 30–31
from food and diet 22–3
behavioural public administration 52
behavioural public policy 5, 9–10, 34–5, 85, 136
academics 61–3
assessing 142–6
entrepreneurial public administration 9–10
radical approach 145–6
success of 55
How far to nudge?

behavioural revolution in social sciences
behavioural economics see behavioural economics
brain sciences 40
interdisciplinarity 41
rational model 41–3
critiques of 43–5
behavioural sciences, public criticism 66–7
behavioural spillover 132
behaviourism 39
Benartzi, Shlomo 52, 88, 105
beneficial behaviours in health 23–4
during pregnancy 34
Benz, Matthias 57
Blair, Tony 57, 58
blame attribution 34–5
Blattman, Christopher 130
Blume, Toby 128
boomerang effect 30
bounded rationality 16
Bovens, Mark 137
brain sciences 40
Brest, Paul 136
Brighton, Henry 138
Britain, behavioural insights in 74–6
Broockman, David 91
Brookings Foundation 63
Bruns, Hendrik 134
Bryce, Cindy 134
bureaucratic innovation 79–80, 86

Cameron, David 76, 83, 100
Campbell Collaboration 97
Cartwright, Edward 50
CBST see Social and Behavioral Sciences Team (CBST)
Chabris, Christopher 66
Change4Life programme 27
‘choice architectures’ 6
Cialdini, Robert B. 65
citizen intelligence and feedback, neglecting 104–6
cognitive behavioural therapy (CBT) 130

collective action failure 94
collective behaviours 31–3
COM-B (‘capability,’ ‘opportunity,’ ‘motivation’ and ‘behaviour’) 63
commitment 128–9, 133
communication flows 5–6
Conly, Sarah 113
costs and benefits 28–9, 41–2
Couturier, Dominique-Laurent 118
criticism of nudge
don’t always work 95–7
limited range 81–91
limits to incrementalism 101–2
neglecting citizen intelligence and feedback 104–6
neoliberalism 102–5
potentially harmful 98–9
temporary effects 93–5
weak effects 91–3
weak external validity 95
weak knowledge base 97–8
Cutts, Dave 92
Dalton, Russell J. 29
Dawney, Emma 57
deception 119
decision-makers 16
decision-making 46, 108, 117, 136, 138, 139, 141
hasty 124
incremental 101–2
rapid 123
deliberation 125–6
Department for Business, Innovation and Skills 73
Department for Environment, Food and Rural Affairs (Defra) 74
depression 34
diet 22–3, 127, 132, 140
in pregnancy 33
see also exercise
diverting public attention 99–100
Dobson, Andrew 103
Dolan, Paul 76
Downs, Anthony 123
Duckworth, Angela L. 131
Dworkin, Gerald 111
How far to nudge?

An Inquiry into the Nature and Causes of the Wealth of Nations (Smith) 64
interdisciplinarity 41
internet politics 139
Irrationally Yours: On Missing Socks, Pickup Lines, and Other Existential Puzzles (Ariely) 66

Jackson, Tim 65
Jamison, Julian C. 130
Jetten, Jolanda 133
John, Peter 13, 62, 92, 96, 128, 138
Johnson, Eric 56
Jones, Bryan 44
Jones, Rhys 103, 104
Jung, Janice Y. 117
justification 115–16
Kahneman, Daniel 45–7, 49, 51, 58, 129, 131, 137
Kalla, Joshua 91
Kallgren, Carl A. 65
Kantorowicz-Reznichenko, Elena 134
Kelly, Dennis R. 131
Kelly, Michael P. 26, 89, 91, 95, 97, 98, 106
Keynes, John Maynard 64
Klement, Katharina 134

Larimer, Christopher W. 93
Lewis, Michael 46
libertarian paternalism 67, 108–13
defence of 115, 118, 119
freedom of choice 110, 113
moving beyond 118–20
light-touch nudges, 59, 89, 93, 98, 110, 121
light-touch policies 110
limited range, criticism of nudge 81–91
linked behaviours 30
List, John A. 48, 50
Loewenstein, George 48, 134
London Schools Excellence Fund 73
long-term behaviour change 131
Ludwig, Jens 130

Luistro Jonsson, Marijane 134
mainstream economics, changes in 49–50
Marteau, Theresa M. 26, 89, 91, 95, 97, 98, 106, 118
Matthews, Michael D. 131
May, Theresa 83, 100
McConnell, Allan 137
Mellers, Barbara A. 117
’mental accounting’ 46
Michie, Susan, ‘Mind, Society, and Behavior’ report 64
Mindless Eating (Wansink) 66
MINDSPACE report 60
Mols, Frank 133
More or Less program 65
Mullainathan, Sendhil 130
multi-causal behaviours 30–31, 34
neglecting citizen intelligence and feedback 104–6
neoliberalism, criticism of nudge 102–5
Netherlands, behavioural insights 83–4
New Economics Foundation 57
Ng, Yin-Lam 118
Ni Chonaire, Aisling 129
nudge 117–18
advantages of 139
behaviour change and 4–7
belief 136
to change health behaviour 128
commitment device 128–9
controlling elites with 136–40
criticism and limitation
don’t always work 95–7
limited range 81–91
limits to incrementalism 101–2
neglecting citizen intelligence and feedback 104–6
neoliberalism 102–5
potentially harmful 98–9
temporary effects 93–5
weak effects 91–3
weak external validity 95
weak knowledge base 97–8
dispersion of power 140
ethics of 144
deception 119
freedom 114–15
libertarian paternalism 108–20
psychological state 114–15
public opinion 117–18
public policies 118–20
as form of decision-making 141
goal of 133
implementation of public policies 8–9
personal 130
think 123–6
thought-provoking 129
translating into practice
behavioural insights 79–80
behavioural insights in Britain 74–6
Behavioural Insights Team 76–9
innovation 79–80
randomised controlled trial (RCT) 79–80
from special unit to international not-for-profit 80–82
testing and experimentation 70–74
translation to other contexts 82–5
Nudge: Improving Decisions about Health, Wealth, and Happiness (Thaler and Sunstein) 58–60
Nudge, Nudge, Think, Think 105–6, 125, 126
nudge plus 10–14, 127–34
‘Nudges that fail’ (Sunstein) 96
‘nudging the S-curve’ 94

Obama, Barack 83
obesity 23, 24
O’Donnell, Gus 60, 76, 80
OECD report see Organisation for Economic Co-operation and Development (OECD) report
Ogilvie, David 26, 89, 91, 95, 97, 98, 106
Oliver, Adam 8, 45–6
open nudges 127–34
Organisation for Economic Co-operation and Development (OECD) report 82, 84–5
Ostrom, Elinor 49, 50, 105
Park, Andreas 50
peer review 72
pension scheme 52
personal nudges 130
persuasion effects 91
Peters, B. Guy 137
Peterson, Christopher 131
Petrescu, Dragos C. 118
planned behaviour 25
Plott, Charles R. 48
policy failures and successes 137
policy-makers 16–17
and behavioural agenda 56–8
challenge for 12
policy-making 136–9
policy punctuations 44
Pollack, Harold A. 130
poverty, impact of 33–4
poverty-reinforcing behaviours 33–4
‘preference reversal’ 48
Pressman, Jeffery L. 62
psychological state 114–15
public administration 18, 44, 52, 97, 136, 144
behavioural, 52
entrepreneurial 9–10
public criticism, behavioural sciences 66–7
public goods 6, 32, 134
public opinion and nudging 117–18
public policy 118–20, 134
behavioural see behavioural public policy
implementation of 8–9
issues 12
Pykett, Jessica 103, 104
Rabin, Matthew 48
radical behaviourism 39, 145–6
radical incrementalism 101–2
radical nudges 10  
radicalism 103–4  
Rahali, Bilel 134  
Rajpal, Sachin 134  
randomised controlled trial (RCT) 5, 9, 26, 71–3, 79–80, 105, 107, 130  
rational action 143  
and behaviour changes 28–9  
rational bureaucracy 114  
rational ignorance 123  
rational model 41–3, 60, 138  
critiques of 43–5  
reactance 29–30  
Reagan, Ronald 82  
Reckoning with Risk: Learning to Live with Uncertainty 66  
Reno, Raymond R. 65  
resistance to behaving well 24–5  
Richardson, Liz 138  
Roland, Martin 26, 89, 91, 95, 97, 98, 106  
Sabourian, Hamid 50  
Sanders, Michael 81, 127, 129  
Sartori, Giovanni 8  
Scarcity: Why Having Too Little Means So Much 64  
Schmidt, Andreas T. 114  
Schwartz, Barry 44  
self-nudges 130  
Service, Owain 130  
Seven Principles for Policy-Makers 57  
Shafer, Tamir 137  
Shah, Anuj K. 130  
Shah, Hetan 57  
Shalizi, Cosma 105  
Shaw, Daniel S. 31  
Sheffer, Lior 137  
Sheridan, Margaret 130  
Silva, Antonio 96, 129  
Simon, Herbert A. 16, 43  
Simons, Daniel 66  
Slovic, Paul 137  
The Small Big 66  
Smith, Adam 64  
smoking 24–6, 28  
banning 15, 27–8  
during pregnancy 30, 34  
Social and Behavioral Sciences Team (CBST) 5, 83  
Social Innovation Partnership (TSIP) 73  
social marketing 40  
social media politics 139  
social science  
and behaviour change 39–40  
behavioural revolution in see  
behavioural revolution in social sciences  
soft paternalism 116  
Soroka, Stuart 137  
Steffens, Niklas K. 133  
Stoker, Gerry 13  
Stutzer, Alois 57  
substance abuse 31  
Sugden, Robert 47, 103, 104, 118–19  
Suhrcke, Marc 26, 89, 91, 95, 97, 98, 106  
Sunstein, Cass R. 6, 8, 58–9, 62, 96, 109, 111–19, 121, 133–5  
system 1 thinking 51, 117, 122–3, 127–9  
system 2 thinking 51, 117, 122–3, 127, 129  
system-wide changes 14–16  
tax change 7, 13, 62, 118  
taxation 52, 97  
temporary policies of nudge 93–5  
Thaler, Richard H. 6, 8, 47–9, 51, 52, 56, 58–9, 88, 105, 109, 111–15, 133, 135  
’t Hart, Paul 137  
thought-provoking nudges 129  
tools of government 7–8  
Transforming Behaviour Change 66  
translating nudge into practice  
behavioural insights 79–80  
in Britain 74–6  
Behavioural Insights Team 76–9  
innovation 79–80
randomised controlled trial 79–80
from special unit to international not-for-profit 80–82
testing and experimentation 70–74
translation to other contexts 82–5
translation phenomenon 63–6
Trump, Donald 82–3, 100
Tversky, Amos 48, 58, 131, 137
UK, behavioural insights 82–3, 85
USA, behavioural insights 82–4
Van de Vyver, Julie 96
van Stralen, Maartje M. 63
Walgrave, Stefaan 137
Wallace, George 82
weak effects, criticism of nudge 91–3
weak external validity, criticism of nudge 95
weak knowledge base 97–8
West, Robert 63
Whitehead, Mark 103, 104
Why Nudge? (Sunstein) 115–17
Widdop, Paul 92
Wildavsky, Aaron 62
World Bank 84
World Development Report 2015 33, 52, 64, 82