

General Seminar

Nudge Plus: A Theory of Behaviour Change Incorporating Reflection

Tuesday 26 November 2019

12.30-2.30 pm

Sciences Po, Room Goguel
27 rue Saint-Guillaume, 75007 Paris

We outline a modified theory of behaviour change called nudge plus, which incorporates an element of reflection as part of the delivery of a nudge. Nudge plus builds on recent work advocating educative nudges, boosts, and think. Its argument turns on seminal work on dual systems that presents a more subtle relationship between fast and slow thinking than commonly assumed in the classic literature in behavioural public policy. The claim is that a hybrid nudge-think strategy can be a useful strategy to design prosocial interventions. After comparing nudge, nudge plus, and boost, we review classic and recent work on dual systems to show that a hybrid dual process account is more plausible than the default interventionist or the parallel competitive framework. We discuss how to design this new type of nudge.



Speaker

Peter John, King's College London, Department of Political Economy

Professor of Public Policy, Peter John is known for his work on agenda-setting, local politics, behavioral interventions, and randomized controlled trials. He is currently working on a project testing exit and voice with experiments.

He is interested in how best to involve citizens in public policy and management, often deploying behavioural interventions. He tests many of these interventions with randomized controlled trials. Some of these trials appeared in *Nudge, Nudge, Think, Think: Experimenting with Ways to Change Civic Behaviour* (Bloomsbury, 2011, 2nd edition with Manchester University Press in 2019). Practical issues with the design of experiments are covered in *Field Experiments in Political Science and Public Policy* (Routledge, 2017). Experiments are also used to examine the impact of social media and politics in *Political Turbulence: How Social Media Shape Collective Action* (Princeton University Press, 2015).

His most recent book is a critical review of the use of behavioral public policies, called *How Far to Nudge: Assessing Behavioural Public Policy* (Edward Elgar).

Discussion

Charlotte Halpern Sciences Po, CEE

Roberto Rodriguez, Sciences Po, CEE

Compulsory registration on the link above - Contact: katia.rio@sciencespo.fr