How can individuals best be encouraged to take more responsibility for their well-being and their environment or to behave more ethically in their business transactions? Across the world, governments are showing a growing interest in using behavioural economic research to inform the design of nudges which, some suggest, might encourage citizens to adopt beneficial patterns of behaviour. In this fascinating collection, leading academic economists, psychologists and philosophers reflect on how behavioural economic findings can be used to help inform the design of policy initiatives in the areas of health, education, the environment, personal finances and worker remuneration. Each chapter is accompanied by a shorter ‘response’ that provides critical commentary and an alternative perspective. This accessible book will interest academic researchers, graduate students and policy-makers across a range of disciplinary perspectives.

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Behavioural Public Policy

Edited by

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Contents

List of figures v
List of tables ix
List of contributors x

Introduction 1
   Adam Oliver 1

1 Ambiguity aversion and the UK government’s response to swine flu 16
   Adam Oliver 16

1.1 A response to Oliver 32
   Christopher Exeter 32

2 Models of governance of public services: empirical and behavioural analysis of ‘econs’ and ‘humans’ 38
   Gwyn Bevan and Barbara Fasolo 38

2.1 A response to Bevan and Fasolo 63
   Charitini Stavropoulou 63

3 From irresponsible knaves to responsible knights for just 5p: behavioural public policy and the environment 69
   Kate Disney, Julian Le Grand and Giles Atkinson 69

3.1 A response to Disney, Le Grand and Atkinson 88
   Richard Cookson 88

4 The more who die, the less we care: psychic numbing and genocide 94
   Paul Slovic and Daniel Västfjäll 94

4.1 A response to Slovic and Västfjäll 110
   Jonathan Wolff 110
5 Healthy habits: some thoughts on the role of public policy in healthful eating and exercise under limited rationality  
*Matthew Rabin*

5.1 A response to Rabin  
*Alex Voorhoeve*

6 Confessing one’s sins but still committing them: transparency and the failure of disclosure  
*Sunita Sah, Daylian M. Cain and George Loewenstein*

6.1 A response to Sah, Cain and Loewenstein  
*Robert Sugden*

7 How should people be rewarded for their work?  
*Bruno Frey*

7.1 A response to Frey  
*Matteo M. Galizzi*

8 Influencing the financial behaviour of individuals: the mindspace way  
*Paul Dolan*

8.1 A response to Dolan  
*Sander van der Linden*

9 Decision analysis from a neo-Calvinist point of view  
*Drazen Prelec*

9.1 A response to Prelec  
*Luc Bovens*

*Index*
Figures

2.1 Numbers waiting more than 6, 9 and 12 months for elective hospital admission in England from 1997 to 2005

2.2 Percentage of patients on waiting lists for hospital admission waiting more than 12 months in England, Wales, Scotland and Northern Ireland from 2000 to 2003

2.3 Numbers per thousand waiting more than 6 months for elective hospital admission in England, Wales and Northern Ireland from 1997 to 2005

2.4 Numbers per thousand waiting more than 3 months for GP referral to a specialist in England, Wales and Northern Ireland from 1997 to 2005

2.5 Percentages of ambulance responses within 8 minutes to Category A calls by ambulance services in England in 2001 and 2003

2.6 National average percentages of ambulance responses within 8 minutes to Category A calls for England, Wales and Scotland from 1999 to 2007

2.7 Pupil–teacher ratios in secondary schools in England, Wales and Scotland from 1993 to 2008

2.8 Examination performance in terms of five good grades at age 16 in England, Wales and Scotland from 1994 to 2008

4.1 A normative model for valuing the saving of human lives: every human life is of equal value

4.2 Another normative model: large losses threaten the viability of the group or society

4.3 A psychophysical model describing how the saving of human lives may actually be valued

4.4 Mean donations
List of figures

4.5 A model depicting psychic numbing – the collapse of compassion – when valuing the saving of lives 102
4.6 Flags depicting American and Iraqi war dead 105
7.1 Relative price effect of supply curve 168
7.2 Supply curve including intrinsic work motivation 168
7.3 Crowding out effect on labour supply 170
9.1.1 Pearl’s sprinkler network 229
### Tables

1.1 The Ellsberg paradox  
2.1 Targets for waiting times in England and Wales  
2.2 Similarities in policies for schools and hospitals in England in the 1980s and 1990s  
2.3 Comparisons of policies for schools in England, Wales and Scotland  
5.1 Percentage of subjects choosing an unhealthy snack  
5.2 Addicts’ willingness to pay for an additional heroin dose  
5.1.1 Utility levels and marginal utility in each period for two habits  
5.1.2 Utility levels and marginal utility in each period as perceived by a decision-maker with projection bias at t1  
8.1 Mindspace categories
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List of contributors xiii
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