## Contents

List of figures .......................................................... page vii  
List of tables .......................................................... ix  
List of contributors ....................................................... x  

Introduction .......................................................... 1  

Adam Oliver  

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

1.1 A response to Oliver ..................................................... 32  
Christopher Exeter  

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

2.1 A response to Bevan and Fasolo ..................................... 63  
Charitini Stavropoulou  

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  

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

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

4.1 A response to Slovic and Västfjäll .................................. 110  
Jonathan Wolff
vi Contents

5 Healthy habits: some thoughts on the role of public policy in healthful eating and exercise under limited rationality 115
Matthew Rabin

5.1 A response to Rabin 140
Alex Voorhoeve

6 Confessing one’s sins but still committing them: transparency and the failure of disclosure 148
Sunita Sah, Daylian M. Cain and George Loewenstein

6.1 A response to Sah, Cain and Loewenstein 160
Robert Sugden

7 How should people be rewarded for their work? 165
Bruno Frey

7.1 A response to Frey 184
Matteo M. Galizzi

8 Influencing the financial behaviour of individuals: the mindspace way 191
Paul Dolan

8.1 A response to Dolan 209
Sander van der Linden

9 Decision analysis from a neo-Calvinist point of view 216
Drazen Prelec

9.1 A response to Prelec 228
Luc Bovens

Index 234