



Nudge, Nudge, Think, Think: Experimenting with Ways to Change Civic Behaviour

Graham Smith, Peter John, Gerry Stoker, Sarah Cotterill, Liz Richardson, Alice Moseley, Corinne Wales

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How can governments persuade citizens to act in socially beneficial ways?

Thaler and Sunstein's book *Nudge* drew on work from behavioural economics to claim that citizens might be encouraged through 'light touch interventions' (i.e. nudges) to take action. This ground-breaking successor to *Nudge* is now available in paperback, with a new preface.

In it, Peter John and his colleagues argue that an alternative approach to nudge also needs to be considered, based on what they call a 'think' strategy. Their core idea is that citizens should themselves deliberate and decide their own priorities as part of a process of civic and democratic renewal. The authors not only set out these divergent approaches in theory but they offer evidence from a series of experiments to show how using techniques from 'nudge' or 'think' repertoires work in practice and how that practice is made effective.

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