Handbook of Behavioural Change and Public Policy

Handbooks of Research on Public Policy series

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Behavioural change has become a core issue of public policy. Behavioural instruments such as ‘nudging’ apply insights from behavioural economics and behavioural sciences, psychology and neurosciences across a broad range of policy areas. Behavioural insights teams and networks facilitate the global spread of behavioural public policies. Despite an ever-growing amount of literature, research has remained fragmented. This comprehensive Handbook unites interdisciplinary scholarship, with contributions critically assessing the state and direction of behavioural public policies, their normative implications and political consequences.

‘Recent behavioral contributions to policy are innovative and in vogue, yet old and familiar; potentially highly effective yet quite mundane; somewhat paternalistic, somewhat libertarian, nonintrusive yet manipulative, and they can affect all aspects of our lives. This impressive compendium advances behaviorally informed policy thinking in important ways.’
– Eldar Sharir, Princeton University, US

‘This Handbook makes an important contribution to the study of behavioural public policy. It includes a wide range of perspectives that can truly be seen as interdisciplinary, the scholar and student will find many riches here.’
– Peter John, King’s College London, UK

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