The Ethics of Influence: Government in the Age of Behavioral Science by Cass R. Sunstein

The Ethics of Influence: Government in the Age of Behavioral Science of The Ethics of Influence will be available for sale and Professor Sunstein will be available for signing books at the end of the talk. Cass R. All over the world, public officials are using the behavioral sciences to protect the
environment, promote employment and economic growth, reduce poverty, and increase national security. In this book, Cass R. Sunstein, the eminent legal scholar and best-selling co-author of Nudgebreaks new ground with a deep yet highly readable investigation into the ethical issues surrounding nudges, choice architecture, and mandates, addressing such issues as welfare, autonomy, self-government, dignity, manipulation, and the constraints and responsibilities of an ethical state.

It embraces what all of us — left, right, and center — mutually want: a balance between the goals of welfare, autonomy, dignity, and self-government. Roll over Mill and Marx; tell Hayek and Gramsci the news. Akerlof, Nobel Laureate in Economics, Nudges are, in some circumstances, the best tool government has at its disposal — cheaper than financial incentives, more freedom-preserving than mandates, and more effective than information.

Our government is sometimes ethically required to nudge us. Nonetheless, nudges raise legitimate ethical concerns, foremost among them that they can be manipulative.

Sunstein ultimately makes a powerful argument for the widespread use of nudges by government, but without shortchanging the ethical arguments on both sides. Owing to him, it is an increasingly recognized ethical imperative to measure government actions not only against societal values but also against evidence.

Sunstein knows more than anyone about nudging, and in this very insightful book he brings his acute reasoning to understanding the ethics behind choice architecture. Here he considers sources from Mill to Hayak to Ostrom, and argues that choice architecture is unavoidable and in many cases it is the right thing to do. Just as importantly, he talks about when nudging is wrong and when it is manipulative. All in all, it is an essential book for anyone interested in the ethics of behavioral intervention, either by governments or firms.

This brilliant book tackles the many myths that have evolved around the use of behavioural economics in the Ethics of Influence: Government in the Age of Behavioral Science. Sunstein explains in clear words how and why the core values of an Ethical State — welfare, autonomy, dignity, and self-government — are indeed best served by governments that carefully base their policies on an empirical foundation and use behavioural insights as additional effective policy tools.

Reisch, Copenhagen Business School. In fact, our behavior is easily shaped by other actors and by external factors, often outside our awareness and control.

When government intervenes to influence our behaviors, often to improve our lives, we recoil. But if government remains uninvolved while other interests are free to shape our world, how autonomous are we then?

This book is an engrossing read. Sunstein Cass R.


Mandates — a very brief recapitulation; Appendix A. American attitudes toward thirty-four nudges; Appendix B. Survey questions; Appendix C. Executive Order using behavioral science insights to better serve the American people. All over the world, public officials are using the behavioral sciences to protect the environment, promote employment and economic growth, reduce poverty, and increase national security.

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Complementing the ethical discussion, The Ethics of Influence: Government in the Age of Behavioral Science contains a wealth of new data on people's attitudes towards a broad range of nudges, choice architecture, and mandates.

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Ethical challenges for environmental protection 8. Mandates - a very brief recapitulation Appendix A. American attitudes toward thirty-four nudges Appendix B. Survey questions Appendix C. Executive Order using behavioral science insights to better serve the American people Acknowledgements. About the Author:

Join our mailing list. Please read our Covid statement here. Join our mailing list! Click here to sign up. Reviews: "In this era of intransigence and intolerance, The Ethics of Influence is a vitally needed book. Akerlof, Nobel Laureate in Economics, "As more governments and businesses turn to "nudging", pioneer Sunstein turns his brilliant mind to building an ethical framework for these powerful approaches.

Reisch, Copenhagen Business School "We typically consider ourselves rational actors, whose dignity derives from our autonomy. About the Author: Cass R. Join our mailing list Click here to read previous issues.