



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

*Peter John, Sarah Cotterill, Liz Richardson, Graham Smith, Alice Moseley, Gerry Stoker, Corinne Wales, Hanhua Liu, Hisako Nomura*

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**'A pathbreaking book that for the first time brings smart policy insights into contact with creative, rigorous testing. This book sets the standard for all future scientific evaluations of "what works".'**  
**Donald P. Green, Columbia University, USA**

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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