Editorial

Nudges that fail
Cass R. Sunstein

1

Putting nudges in perspective
George Loewenstein and Nick Chater

26

Motivated numeracy and enlightened self-government
Dan M. Kahan, Ellen Peters, Erica Cantrell Dawson and Paul Slovic

54

How psychological bias shapes accounting and financial regulation
David Hirshleifer and Siew Hong Teoh

87

Choice, freedom, and well-being: considerations for public policy
Barry Schwartz and Nathan N. Cheek

106

Weighing private preferences in public sector safety decisions: some reflections on the practical application of the willingness-to-pay approach
Michael Jones-Lee and Terje Aven

122
The study of human behaviour is important within many disciplinary specialties and in recent years the findings from this field have begun to be applied to policy concerns in a substantive and sustained way. BPP seeks to be multidisciplinary and therefore welcomes articles from economists, psychologists, philosophers, anthropologists, sociologists, political scientists, primatologists, evolutionary biologists, legal scholars and others, so long as their work relates the study of human behaviour directly to a policy concern.

BPP focuses on high-quality research which has international relevance and which is framed such that the arguments are accessible to a multidisciplinary audience of academics and policy makers.

Sign up for content alerts at: www.cambridge.org/gb/academic/journals-content-alerts

Information for authors and readers

Manuscript submission: All articles should be submitted through ScholarOne Manuscripts at mc.manuscriptcentral.com/bpp. All manuscripts should follow the manuscript preparation guidelines available online. For more information and style instructions please see cambridge.org/core/journals/behavioural-public-policy/information/instructions-contributors.

Subscriptions: Behavioural Public Policy is published twice a year in May and November. The 2017 price for an online and print subscription for institutions (excluding VAT or sales tax) is $315.00 in the USA, Canada, and Mexico and £210.00 in the UK and elsewhere. The 2017 price for an online-only subscription is $233.00 in the USA, Canada, and Mexico and £155.00 in the UK and elsewhere. EU subscribers (outside the UK) who are not registered for VAT should add VAT at their country’s rate. VAT registered subscribers should provide their VAT registration number. Prices include delivery by air when appropriate. Japanese prices for institutions are available from Kinokuniya Company Ltd, P.O. Box 55, Chitose, Tokyo 156, Japan. Orders, which must be accompanied by payment, may be sent to a bookseller, subscription agent or direct to the publisher: Cambridge University Press, Journals Fulfilment Department, University Press House, Shaftesbury Road, Cambridge CB2 8BS, UK email journals@cambridge.org or in the USA, Canada and Mexico: Cambridge University Press, 40 West 20th Street, New York, NY 1001-4211 email subscriptions_newyork@cambridge.org. Prices include delivery by air. Periodicals postage paid at New York, NY and at additional mailing offices.

Permissions information: All rights reserved. No part of this publication may be reproduced, in any form or by any means, electronic, photocopying, or otherwise, without permission in writing from Cambridge University Press. Policies, request forms and contacts are available at: cambridge.org/about-us/rights-permissions/. Permission to copy (for users in the USA) is available from Copyright Clearance Center: copyright.com, email info@copyright.com.

Advertising: Enquiries should be sent to the publisher at ad_sales@cambridge.org.

Open Access: Please visit Open Access Publishing at Cambridge (cambridge.org/openaccess) for information on our Open Access policies, compliance with major funding bodies, and guidelines on depositing your manuscript in an institutional repository.

Behavioural Public Policy and all other Cambridge journals can be found at cambridge.org/core
CONTENTS

1 Editorial

4 Nudges that fail
   Cass R. Sunstein

26 Putting nudges in perspective
   George Loewenstein and Nick Chater

54 Motivated numeracy and enlightened self-government
   Dan M. Kahan, Ellen Peters, Erica Cantrell Dawson and Paul Slovic

87 How psychological bias shapes accounting and financial regulation
   David Hirshleifer and Siew Hong Teoh

106 Choice, freedom, and well-being: considerations for public policy
    Barry Schwartz and Nathan N. Cheek

122 Weighing private preferences in public sector safety decisions: some reflections on the practical application of the willingness-to-pay approach
    Michael Jones-Lee and Terje Aven