

*Behavioural and Policy Sciences Seminar Series  
(with support from Mr Chan Hon Pun)*

# New Developments in Nudging and Behavior Change

## Professor Lars Tummers

Utrecht University

Date: Monday, March 28, 2022  
Time: 4:30pm - 5:30pm HKT  
Zoom : Please register by scanning the QR  
code or using the link below.  
Zoom details will be provided by  
email before the seminar.  
<https://bit.ly/3q1oufe>  
Language: English



## Abstract

Nudges are all around you. Think for instance about the last time when you were asked to donate money. There was almost certainly a standard amount, say 20 dollars. That's a nudge, specifically a default nudge. Or think about whether you should go to a boring meeting. If your supervisor says everyone else will be there, he is using a social norm nudge. Nudging is a way to steer behavior without forbidding options or changing incentives. Governments worldwide have embraced nudges. However, nudging is controversial. Critics argue that nudges manipulate citizens and that the effects are much smaller than claimed. In this talk, I will discuss the promises and pitfalls of nudging. I will also discuss how the field should move forward. I will focus on moving from single-shot studies to large-scale collaborations, on studying debiasing and boosts, and on embedding nudges in standard organizational practices. Nudge research can improve its rigor and relevance by incorporating new methodological, theoretical, and practical directions. If it does so, nudging is here to stay.

## Biography

Lars Tummers is professor of public administration and organizational science at Utrecht University, the Netherlands. Previously, he worked at Erasmus University Rotterdam and PwC and was a Marie Curie Fellow at the University of California, Berkeley. His main research interests are public management, stereotypes, leadership, and behavior change. Related to this, he is developing — with others — an interdisciplinary field combining psychology and public administration, called *Behavioral Public Administration*. His goal is to understand how people can change behavior to improve lives of themselves and others.

# All are welcome!

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