

Transparency

People often don't know they are being nudged.

- To what extent should citizens be aware / informed about efforts to change their behaviour?
- To what extent are nudges democratic, if citizens aren't aware that they are happening?

Come up with three examples of interventions that are...

Ethical

Unethical

Borderline

Autonomy

Many nudges target cognitive biases, 'irrational' thought processes and emotional impulses.

- To what extent should citizens remain in control of their own behaviour / choices?
- Where does 'choice architecture' stop and manipulation start?

Come up with three examples of interventions that are...

Ethical

Unethical

Borderline

'Good' behaviour

Someone has to decide what behaviour is 'best' for people/society.

- What gives us the right to decide how other people should behave?
- What determines whether intervention is justified or not?

Come up with three examples of interventions that are...

Ethical

Unethical

Borderline

Utility

Behaviour change interventions seek to secure greatest positive impact for the greatest number.

- To what extent does the effectiveness of an intervention outweigh ethical responsibility?
- When is it ethical to proceed with an intervention where its potential effects and effectiveness are not fully understood?

Come up with three examples of interventions that are...

Ethical

Unethical

Borderline

Framing

Behaviour is context-driven, rather than self-directed.

- To what extent are citizens responsible for their own behaviour, given how much of human behaviour is driven by context?
- Is it ever ethical to put the onus of change on the citizen, without attempting to change the social and structural context?

Come up with three examples of interventions that are...

Ethical

Unethical

Borderline