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Page 4/44

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not just more

effective, but more

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human" (Steve How
Hilton, former
Senior Advisor to
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and author of More
Human) "David
Halpern has written
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about a revolution
at the heart of the
British government.

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China and cyber
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joined key team
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“Inside the Nudge Unit” is a book written by David Halpern, who is the Chief Executive of the Behavioural Insights Team (BIT), unofficially

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known as the “Nudge Unit”. BIT was originally set up in 2010 within the UK Cabinet Office, but in 2014, it was privatised by splitting the ownership equally between the UK government, the charity Nesta , and BIT’s employees.

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'Inside The Nudge
Unit' is a

fascinating book
which explains how
the use of
controlled
experiments has
helped government
policy makers base
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scientific evidence rather than doing things the way it has always been done. Using insights from the behavioural sciences the UK government's Behavioural Insights Team (BIT) is at the forefront of this scientific approach to

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decision making.

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response. The most
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manifestation of its
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influence to date is

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in the

communication

around hand-

washing and face

touching – in

particular the use

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hands and the

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Birthday to ensure
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“Nudge Unit” | The
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David Halpern,
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scientist and head
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our behaviour. Using the application of psychology to the challenges we face in the world today, the Nudge Unit is pushing us in the right direction.

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Unit by David

Halpern |

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Page 29/44

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David Halpern's Inside

the Nudge Unit

recently. The book

tells the story of

the development of

the Behavioural

Insights Team.

Following a

foreword by

Richard Thaler, the

book is divided into

four sections

outlined below:

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Nudge Unit, invites you inside the unconventional, multi-million pound saving initiative that makes a big difference through influencing small, simple changes in our behaviour.

Using the application of psychology to the challenges we face

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The world is slowly coming around to the Nudge Unit's radically different approach to how

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Nudge Unit and How
you decide and
implement policy.

The Nudge Unit
was set up in 2010
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clause that said it
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How The
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Tiny Changes To ...
In this lecture
David will talk

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Nudge Unit How
about his new
book, Inside the
Nudge Unit – How
Small Changes can
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Halpern is CEO of
The Behavioural
Insights Team
(BIT), which was
set up by 10
Downing Street in
2010. He is also
the UK's national

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Book by David
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Countless

decisions, from the small, mundane things to tackling

life's big questions, but we don't

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Allen. English. By
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winner of the Nobel
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Unit : David

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Unit Halpern makes much of BIT being set up with objectives which included spreading 'the understanding of behavioural approaches across Whitehall' and achieving at least a tenfold return on the cost of the unit' (55) which it had to meet within two

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years or be closed
down (56).
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