

Katy Milkman on How to Nudge People to Accept a COVID-19 Vaccine

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THE END OF covid-19 is in sight, as effective vaccines move closer to approval. However, society faces a new crisis: uptake. If too few people agree to get immunised, the value of a vaccine will be limited—and the world could face a situation much like today's, with many ill and dying, social isolation and withering economies. But behavioural science can help.