

The Curious Politics of the ‘Nudge’

September 28, 2015

The New York Times:

HOW do we really feel about policy “nudges”?

Earlier this month, President Obama signed an executive order directing federal agencies to collaborate with the White House’s new Social and Behavioral Sciences Team to use insights from behavioral science research to better serve the American people. For instance, studies show that people are more likely to save for retirement when they are automatically enrolled into a 401(k) retirement saving plan than they can opt out of than when they must actively opt in. The idea behind Mr. Obama’s initiative is that such soft-touch interventions, or “nudges,” can facilitate better decisions without resorting to heavier-handed strategies like mandates, taxes and bans.

Read the whole story: [The New York Times](#)