

## **Nudge Plus: Incorporating Reflection into Behavioural Public Policy**

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**Abstract :** Nudge plus is a modification of the toolkit of behavioural public policy. It incorporates an element of reflection into the delivery of a nudge, either blended in or made proximate. Nudge plus builds on recent work combining heuristics and deliberation. It may be used to design pro-social interventions that help preserve the autonomy of the agent. The argument turns on seminal work on dual systems, which presents a subtler relationship between fast and slow thinking than commonly assumed in the classic literature in behavioural public policy. We review classic and recent work on dual processes to show that a hybrid is more plausible than the default interventionist or parallel competitive framework. We define nudge plus, set out what reflection could entail, provide examples, outline causal mechanisms, and draw testable implications.

**Keywords :** nudge, nudge plus, think, dual process theory

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