

Reflections on Nudging towards Sustainability

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Philosophical reflection.

Nudging as seduction ...

- * The quest for self-seduction
- * Dynamics of seduction, ethics and Søren Kirkegaard
- * Paradox of seduction, nudging, smoking and teenagers

Seducare: to lead astray. Seduction is the process of deliberately enticing a person, to engage in a relationship; to persuade or induce to engage.



Sociological reflection

Assumptions about human nature. Homo Nudgicus

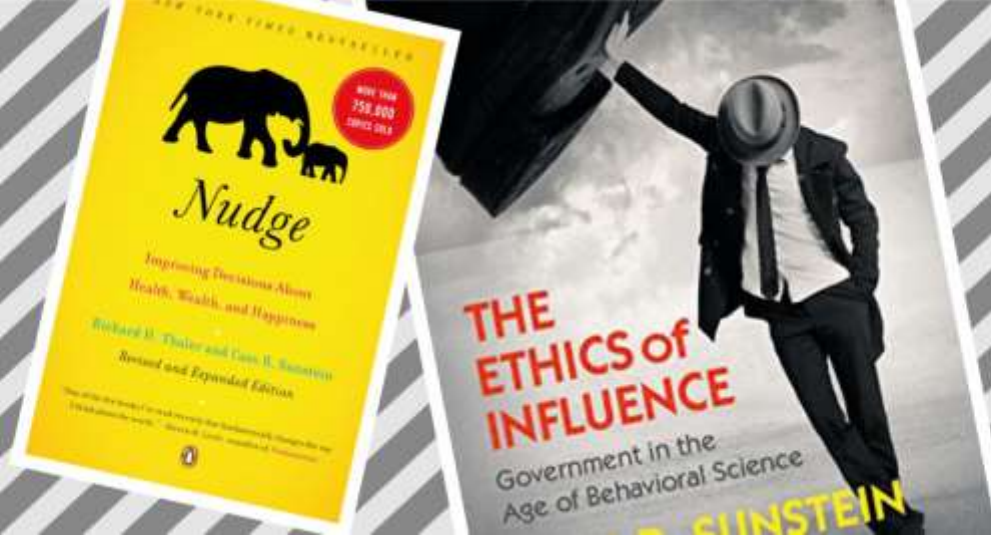
- * **Homo economicus** – humans are consistently rational and narrowly self-interested agents who usually pursue their subjectively-defined ends optimally
- * **Homo moralis** – humans appreciate and prioritize dependence on each other and focus on keeping high moral standards even in overall moral-eroding institutions
- * **Homo civicus** – humans are responsible citizens whose identities are shaped in the ungoverned and nonpolitical realm of society
- * **Homo politicus** – humans have political preferences and political interest and knowledge
- * **Homo nudgicus ... ?**

Scandinavian reflection

The governance of nudging

- * "New Nordic Nudging": bottom-up as a principle?
- * Participation of "the nudged" in the design architecture
- * Legitimacy of "the nudger" who governs the governor?

"What seems clear in this debate is that the legitimacy of nudging is only as strong as the credibility of the entity doing the nudging"
(Zimmerman, 2016)



Thank you

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