

DESCRIPTION

Aaron Ancell:

To Nudge or Not to Nudge? You Don't Really Have a Choice

Psychology and behavioural economics have discovered ways of predictably altering people's behaviour by changing the way options are presented. This is known as *nudging*. Proponents of nudging see it as a positive tool that can be used to guide people to make better choices. But critics have argued that nudging is manipulative and therefore morally dubious. I argue that the moral force of these criticisms depends on the, often false, assumption that there is some alternative to nudging in which people's choices are not unconsciously shaped by the way options are presented.

Aaron Ancell is a Postdoctoral Fellow at the University of Toronto's Centre for Ethics. He has published on issues in democratic theory, medical ethics, and moral psychology. His current research explores the normative implications of empirical studies of human reasoning and judgment, especially in the context of political disagreement, public discourse, and democratic theory.

DATE AND TIME

Mon, 19 March 2018
6:00 PM – 7:30 PM EDT
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LOCATION

Ted Rogers School of Management
575 Bay Street
Room: TRS 3-129
Toronto, ON M5G 2C5
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