

The ESRC Network for Integrated Behavioural Science is a partnership among the Universities of Nottingham, Warwick, and East Anglia. Visit us online at <http://www.behavioural-science.ac.uk>

NIBS 2017

Our next event will take place from 3 to 5 May 2017 at the University of Warwick. NIBS 2017 will be jointly funded by NIBS and the Leverhulme 'Value' programme, and will focus on public policy when private values are problematic. The format will be workshop style with invited speakers & delegates. It will not be an open-call conference, but further information will be made available on [our website](#).

September Meeting Feedback

Our annual NIBS workshop (for NIBS-funded researchers and close collaborators) took place 14 to 16 September 2016 at the Radcliffe Conference Centre, University of Warwick.

As always, this was an opportunity for those in receipt of NIBS funding to update the Network on research progress, share ideas and seek guidance. In addition we hosted two plenary sessions on:

- Process Models, Reasons, Constructed Preferences/ Strategies (and)
- Consumer Detriment/ Household Decision Making

A copy of the [full programme](#) is still available on our website.

Good Luck

Angela Gibson (WBS Behavioural Science Group's Co-ordinator) will be leaving WBS in December to take up a new role in the Executive Office. For those of you not based at Warwick, you will most likely know Angela from organising our NIBS events. We would like to wish her all the best in her new role.

News from our Blog

'Do people really want to be nudged towards healthy lifestyles?' This is a question posed by UEA's Bob Sugden in his paper (forthcoming) in [International Review of Economics](#), and previewed in our [NIBS blog](#). Bob challenges the claim that individuals want to be nudged away from what they are in fact inclined to choose (absent the nudge). He contests that would-be nudgers rely on the assumption that self-acknowledged self-control problems are the main cause of unhealthy lifestyle choices.

Bob says; "I suggest that this assumption should be treated with scepticism. I urge advocates of nudging to come clean about the paternalism of their position and defend it directly".

Saying Goodbye

Gerardo Infante's three-year period at NIBS comes to an end in December. He will be returning to Toronto, where his wife Jen is starting a job in counselling.

Gerardo has been particularly involved in work with Bob Sugden on reconciling normative and behavioural economics. This culminated in an important paper (the lead paper in a Journal of Economic Methodology symposium) challenging the 'inner rational agent' model implicitly used by many behavioural economists. Gerardo was primarily responsible for organising NIBS's very successful 2016 conference on 'Assessing well-being when preferences are incoherent'.

We thank him for his contributions to NIBS and wish him every success in his career.

New Papers & Publications

Most cities and towns in the UK have one or more districts where there is a high concentration of premises licensed to sell alcohol. Most evenings these areas are bustling with people enjoying a night out - and, in some cases, looking perhaps a bit worse for wear. In a recent article published in BMC Public Health, "A rank based social norms model of how people judge their levels of drunkenness whilst intoxicated", NIBS co-investigator **Gordon Brown**, along with five colleagues, conducted a study in some of these districts, to learn more about what determined people's perceptions of their level of intoxication. They compared participants' actual breath alcohol content against their own reports of how intoxicated they considered themselves, and other questions relating to the risks associated with heavy alcohol consumption.

They found that respondents' judgments of their intoxication were influenced heavily by the intoxication levels of others around them, specifically, the proportion of others in the environment who had lower breath alcohol content measures. Once this rank was taken into account, actual consumption plays no additional role in determining perceived intoxication. That is: how drunk a person feels depends on how drunk those around them are. Environments with large numbers of licensed premises may therefore lead people to underestimate the effects of their drinking. The results also suggest that introducing more sober people into the environment - e.g., police officers or taxi drivers - or other establishments where drinking does not occur or does not occur to excess - e.g. restaurants, theatres - may curtail some excessive drinking.

A recent [CeDEX Working Paper](#) by **Abigail Barr and Georgia Michailidou** uses a novel experiment to investigate whether people try to coordinate when coordination requires that they lie and whether they are more willing to lie when, in doing so, they are trying to coordinate with a potential accomplice. Findings show that people often try to coordinate when they have to lie to do so and having a potential accomplice increases willingness to lie, even when that person is a stranger and communication isn't possible.

Morals and Markets

Francesco Fallucchi presented his working paper '[Morals and Markets](#)' at the September Meeting. He explains; "Product boycotts are common attempts to fight companies' socially irresponsible or immoral behaviour. But why do consumers refuse to engage in immoral transactions?"

We identify and test in a laboratory experiment two main reasons: the first, related to deontological morality, induces subjects to pursue what is morally right no matter what the consequences are; the second, motivated by a consequentialist view of own actions, attempts to restore justice by pushing the company to produce in a more ethical or sustainable way.

Our results show that people do refuse immoral transactions to some degree on the basis of deontological reasons, but consequential beneficial effects on the targets of immoral actions increase the willingness to fight immoral behaviours."