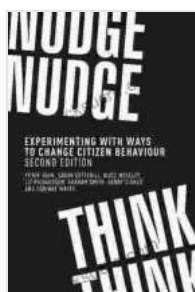


Experimenting with Ways to Change Citizen Behaviour - Second Edition

This updated edition of *Experimenting with Ways to Change Citizen Behaviour* provides a thorough analysis of the most recent developments in the field of behaviour change. It includes new chapters on topics such as social marketing, technology, and behavioural economics.



Nudge, nudge, think, think: Experimenting with ways to change citizen behaviour, second edition by Eric Tyson

★★★★★ 5 out of 5

Language	: English
File size	: 1304 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 288 pages



The first edition of this book was published in 2010 and has since become a leading resource for researchers and practitioners working in the field of behaviour change. The second edition builds on the success of the first edition by providing a more comprehensive and up-to-date overview of the latest research.

The book is divided into three parts. The first part provides an overview of the theoretical foundations of behaviour change. The second part discusses a range of different methods for changing behaviour, including

social marketing, technology, and behavioural economics. The third part provides case studies of successful behaviour change interventions.

Theoretical Foundations of Behaviour Change

The first part of the book provides an overview of the theoretical foundations of behaviour change. This section covers a range of topics, including:

- Theories of behaviour change
- Models of behaviour change
- Factors that influence behaviour change

This section provides a strong foundation for understanding the rest of the book.

Methods for Changing Behaviour

The second part of the book discusses a range of different methods for changing behaviour. This section covers a range of topics, including:

- Social marketing
- Technology
- Behavioural economics

This section provides a comprehensive overview of the different methods that can be used to change behaviour.

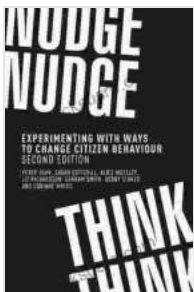
Case Studies of Successful Behaviour Change Interventions

The third part of the book provides case studies of successful behaviour change interventions. This section covers a range of topics, including:

- Smoking cessation
- Weight loss
- Physical activity

This section provides real-world examples of how behaviour change interventions can be used to improve public health.

This updated edition of *Experimenting with Ways to Change Citizen Behaviour* provides a comprehensive overview of the latest research on how to change people's behaviour. It is an essential resource for researchers and practitioners working in the field of behaviour change.



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