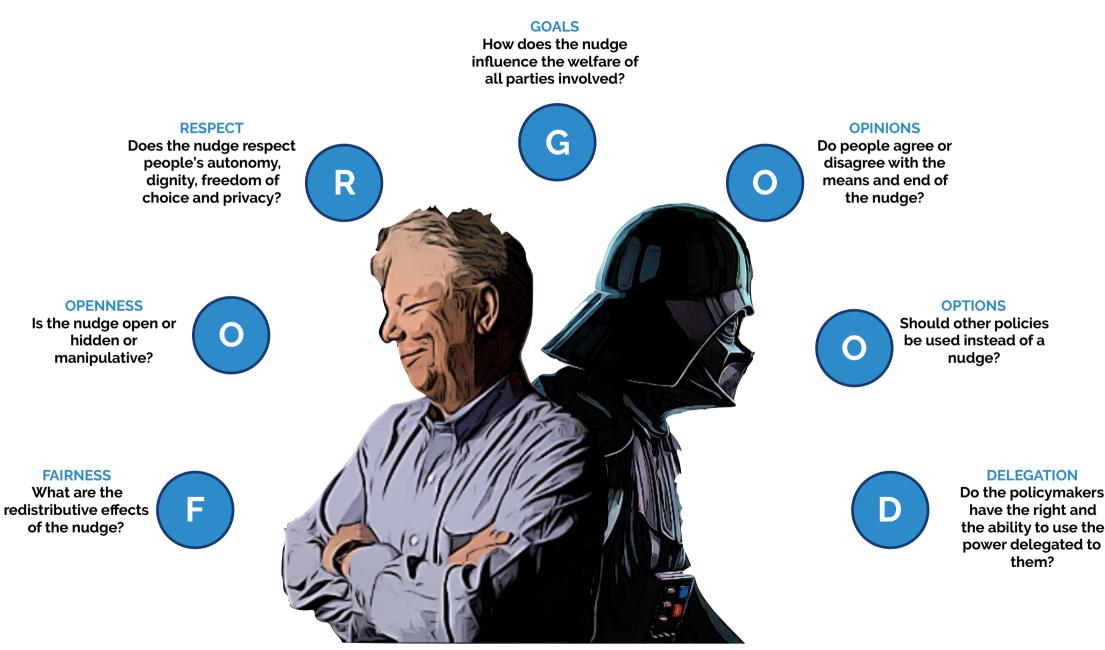


UCD Geary Institute for Public Policy

The FORGOOD framework summarises seven key ethical considerations when nudging behaviour.

RESEARCH | ANALYSIS | EVIDENCE



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FAIRNESS	Does the behavioural policy focus too much on one group and neglect another group that is in more need of an intervention? Does the behavioural policy lead to a subset of the population to behave against their preferences and best interests? Does the behavioural policy lead to a re-allocation of resources?
OPENNESS	Does the behavioural policy have the potential to be manipulative? Does the public have the chance to scrutinise the behavioural policy? Is it possible for the person under the influence of the behavioural policy to identify the policy and its influence and impact?
RESPECT	Does the behavioural policy respect people's autonomy? Does the behavioural policy respect people's dignity? Does the behavioural policy respect people's freedom to choose? Does the behavioural policy respect people's privacy?
GOALS	Does the behavioural intervention serve goals that are ethically acceptable? For behavioural interventions that aim to improve people's lives: Do these interventions really make people better off and how is this 'better off' defined?
OPINIONS	Considering opinion polls, what is the public opinion about the behavioural intervention? How does the public view the goals of the behavioural intervention? How does the public view the means used by the behavioural intervention?
OPTIONS	Are there other policy options? Is the behavioural intervention the best policy amongst all policy options? Does the behavioural policy divert attention and/or political will away from better political decisions? Is the behavioural policy more or less cost-effective than other policies?
DELEGATION	Does the organisation have conflicts of interest? Does the organisation have the competency to design, administer and evaluate the behavioural policy? How do potential conflicts of interest and lack of competency influence ethical assessment and communication?