



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

GOALS

How does the nudge influence the welfare of all parties involved?

G

RESPECT

Does the nudge respect people's autonomy, dignity, freedom of choice and privacy?

R

OPINIONS

Do people agree or disagree with the means and end of the nudge?

O

OPENNESS

Is the nudge open or hidden or manipulative?

O

OPTIONS

Should other policies be used instead of a nudge?

O

FAIRNESS

What are the redistributive effects of the nudge?

F

DELEGATION

Do the policymakers have the right and the ability to use the power delegated to them?

D



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