

**Paper/Speech Details**  
**for the 27th NISPAcee Annual Conference**

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**Panel: Behavioral Interventions in Public Sector**

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Title **The Ethics of Nudge: An Empirical Assessment**

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**Abstract** We conduct an empirical investigation on the ethics of nudge and their multiple characteristics. We identify five dimensions that form a pentagon in which nudge interventions can be located. Each ethical dimension occupies a side of the pentagon. The length of each side captures the gradation between two ideals. We study the relationship between the five dimension over 15 actual nudging experiments with a survey submitted to experts in the field. The scores of the experts over the five dimensions and the 15 case studies are then aggregated to generate an index of the ethics of nudges. We subsequently test the index in its ability to explain the public's approval or disapproval of the 15 nudge cases.