

Poster “How to correct the behavior of citizens from public entities? The case of Nudges” in TEEM 2018

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Abstract

The TEEM 2018 Conference was held in Salamanca (Spain) from October 24 to October 26, 2018. The Doctoral Consortium track was organized as a poster session. This is the poster corresponding to the paper “How to correct the behavior of citizens from public entities? The case of Nudges”.

In this article my PhD research plan will be presented. This work revolves around communication and perception strategies that serve as guidelines for public administrations. Currently the science of behavior has taken a turn with the arrival of mass communication. In this sense, the agents that need to reach the population to make sense, such as public administrations, have changed their communication, marketing and message design strategies. This Project aims to analyze the behavior and reactions of different types of public to certain messages by public administrations to know whether these messages work or not. To do this, we will use traditional methodologies such as observation and analysis of official data and experimental methodologies in the application of strategies in order to know their effectiveness. When this investigation is completed, it is expected to offer a guide of good practices on the incidence of these strategies by public administrations on the behavior of citizens. This research work is divided into five sections: Context and motivation that drives the dissertation research; State-of-the-art; Research objectives and research questions; Research approach and methods; and Conclusions and future work.

Keywords

Nudge, public politic, communication strategy, sustainability

Link to the poster

<https://goo.gl/ish67K>

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