



BPP

BEHAVIOURAL PUBLIC POLICY

VOLUME 3 • ISSUE 1 • MAY 2019

CAMBRIDGE
UNIVERSITY PRESS

BEHAVIOURAL PUBLIC POLICY

Behavioural Public Policy (BPP) is an interdisciplinary and international peer-reviewed journal devoted to behavioural research and its relevance to public policy.

The study of human behaviour is important within many disciplinary specialties and in recent years the findings from this field have begun to be applied to policy concerns in a substantive and sustained way. *BPP* seeks to be multidisciplinary and therefore welcomes articles from economists, psychologists, philosophers, anthropologists, sociologists, political scientists, primatologists, evolutionary biologists, legal scholars and others, so long as their work relates the study of human behaviour directly to a policy concern.

BPP focuses on high-quality research which has international relevance and which is framed such that the arguments are accessible to a multidisciplinary audience of academics and policy makers.

Sign up for content alerts at: www.cambridge.org/gb/academic/journals-content-alerts

EDITORIAL TEAM

Editors

George A. Akerlof, *Georgetown University, USA*
Adam Oliver, *London School of Economics and Political Science, UK*
Cass R. Sunstein, *Harvard Law School, USA*

New Voices Editors

Charitini Stavropoulou, *City University of London, UK*
Matteo Galizzi, *London School of Economics, UK*

Editorial Board

Timothy J. Besley, *London School of Economics and Political Science, UK*
Luc Bovens, *University of North Carolina, USA*
Nicholas Chater, *University of Warwick, UK*
Richard Andrew Cookson, *University of York, UK*
Jean Ensminger, *California Institute of Technology, USA*
Craig Fox, *University of California, Los Angeles, USA*
Varun Gauri, *The World Bank, USA*
Daniel Gilbert, *Harvard University, USA*
Teck-Hua Ho, *National University of Singapore, Singapore*
Peter John, *Kings College London*
Sandra Jovchelovitch, *London School of Economics and Political Science, UK*
Alex Kacelnik, *University of Oxford, UK*
Dan M. Kahn, *Yale Law School, USA*
Howard Kunreuther, *University of Pennsylvania, USA*
Julian Le Grand, *London School of Economics and Political Science, UK*

John List, *University of Chicago, USA*
George Loewenstein, *Carnegie Mellon University, USA*
Kanchan Mukherjee, *Indian Institute of Management Bangalore, India*
Sendhil Mullainathan, *Harvard University, USA*
Gus O'Donnell, *Frontier Economics, UK*
Lionel Page, *Queensland University of Technology, Australia*
Ellen Peters, *Ohio State University, USA*
Lucia A. Reisch, *Copenhagen Business School, Denmark*
Sim B. Sitkin, *Duke University, USA*
Paul Slovic, *University of Oregon, USA*
Chris Starmer, *University of Nottingham, UK*
Alois Stutzer, *University of Basel, Switzerland*
Richard Thaler, *University of Chicago, USA*
Barbara Summers, *University of Leeds, UK*
Ilja van Beest, *Tilburg University, The Netherlands*
Min Zhao, *Boston College, USA*

ISSN: 2398-063X

E-ISSN: 2398-0648

© Cambridge University Press 2019

Printed in the UK by Bell & Bain Ltd

CONTENTS

- 1 **Growing outrage**
CASS R. SUNSTEIN
- 17 **Adapting neuroeconomics for environmental and energy policy**
NIK SAWE
- 37 **How public health policy can be informed by neuroscience**
ANDREW B. WOLF AND GIDON FELSEN
- 47 **Promoting adolescent health: insights from developmental and communication neuroscience**
RUI PEI, ELISSA C. KRANZLER, AHNA BALLONOFF SULEIMAN AND EMILY B. FALK
- 72 **Responses to losses in high-deductible health insurance: persistence, emotions, and rationality**
MARK V. PAULY AND HOWARD KUNREUTHER
- 87 **The automatic nature of motivated belief updating**
ANDREAS KAPPES AND TALİ SHAROT
- 104 **Behavior in reverse: reasons for return migration**
ODED STARK

CORRIGENDUM

- 127 **Nudging folks towards stronger password choices: providing certainty is the key – CORRIGENDUM**
KAREN RENAUD AND VERENA ZIMMERMANN