

# Do minorities like nudges?

Forthcoming at JDM

## The role of group norms in attitudes towards behavioral policy

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### Abstract

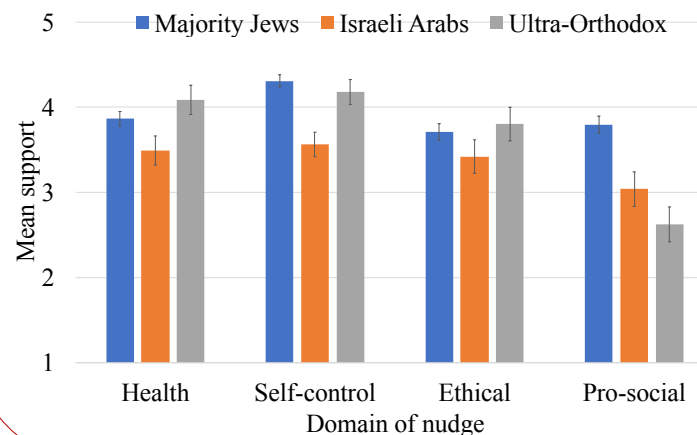
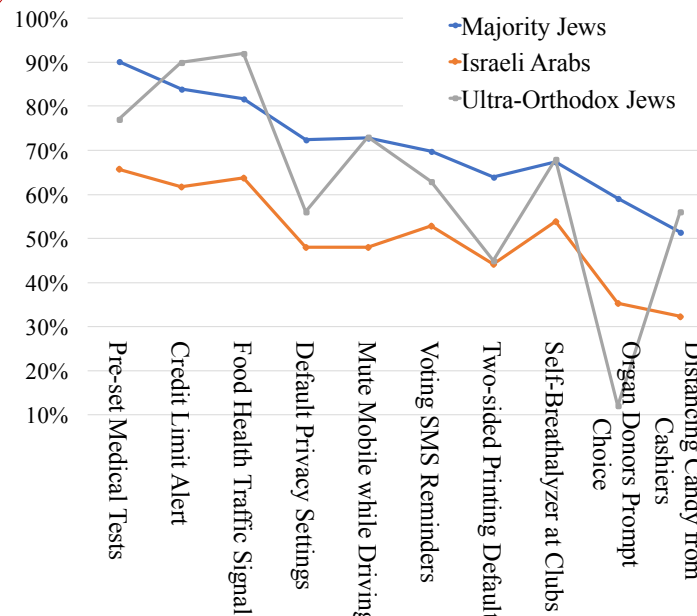
Attitudes towards nudges have been examined in country or individual levels but not between social groups. We explore how social group norms affect minorities' attitudes towards nudges. We found that nudges that operated against a minority group's held social norms, promoting a more general societal goal not aligned with the group's norms, were often less supported by minorities

### Introduction

- Surveys found considerable support for many nudges on country levels.
- But countries consist of different social and ethnical groups who might be under-represented in such surveys.
- Moreover, minorities' opinions might be different than the general publics' due to different norms and lower attachment to the society and its values.
- We explored this possibility focusing on two distinct groups in Israel:
  - Israeli Arabs
  - Ultra-Orthodox Jews (Haredi)

### Method

- Representative sample using a phone survey to 609 adults in Israel including 102 Israeli Arabs and 100 Orthodox Jews.
- 15 policy changes (nudges) were read to respondents in random order
- Trust towards government was measured using two separate items.



### Results

- MANOVA on all nudges revealed a statistically **significant effect for the group** (Wilk's Lambda = 0.638,  $F(26,1206) = 11.67, p < .001$ ).
- **10 specific nudges** (in top Figure) showed significant differences by group
- Israeli Arabs consistently expressed the **lowest support** (turning to opposition in some cases)
- Ultra Orthodox showed the lowest support mainly for **pro-social nudges**,
- We found no effect of **trust** on attitudes towards nudges in any group

### Conclusions

- Nudges that go against a group social norm receive less support.
- Researchers and policy makers should consider differences in social groups' attitudes towards such behavioral policies and interventions
- Especially when minorities might be most influenced by the behavioral policy