neuroliberalism

Behavioural Government in the Twenty-First Century

MARK WHITEHEAD, RHYS JONES, RACHEL LILLEY, JESSICA PYKETT AND RACHEL HOWELL
neuroliberalism

Behavioural Government in the Twenty-First Century

'Indispensable and provocative reading for everyone interested in behavioral science, and its growing impact on everyday life. A terrific, fact-filled overview, it is also genuinely original, and it manages a neat trick. It is both highly illuminating and a lot of fun!'
Cass R. Sunstein, co-author of Nudge and former Administrator, White House Office of Information and Regulatory Affairs

'An outstanding critical contribution to debates on behavioural change. Neuroliberalism carefully articulates the impacts of the behavioural sciences on public policy and illustrates the ways in which neoliberal government is both promoted and contested. It offers a unique insight into the history, philosophy and practice of "behavioural government" that we should all take note of.
Stewart Barr, Professor of Geography, University of Exeter, UK.

Many governments in the developed world can now best be described as 'neoliberal': having a combination of neoliberal principles with policy initiatives derived from insights in the behavioural sciences.

Neuroliberalism presents the results of the first critical global study of the impacts of the behavioural sciences on public policy and government actions, including behavioural economics, behavioural psychology and neuroeconomics. Drawing on interviews with leading behaviour change experts, organizations and policymakers, and discussed in alignment with a series of international case studies, this volume provides a critical analysis of the ethical, economic, political and constitutional implications of behaviourally oriented government. It explores the impacts of the behavioural sciences on everyday life through a series of themes, including: understandings of the human subject; interpretations of freedom; the changing form and function of the state; the changing role of the corporation in society; and the design of everyday environments and technologies.

The research presented in this volume reveals a diverse set of neoliberal approaches to government that offer policy-makers and behaviour change professionals a real choice in relation to the systems of behavioural government they can implement. This book also argues that the behavioural sciences have the potential to support much more effective systems of government, but also generate new ethical concerns that policy-makers should be aware of.

Mark Whitehead is Professor of Human Geography at Aberystwyth University, UK.

Rhys Jones is Professor and Head of Department (Geography) at Aberystwyth University, UK.

Rachel Lilley is a behaviour change and mindfulness consultant and PhD Candidate at Aberystwyth University, UK.

Jessica Pykett is Senior Lecturer in Human Geography at the University of Birmingham, UK.

Rachel Howell is Lecturer in Sociology and Sustainable Development at the University of Edinburgh, UK.
NEUROLIBERALISM

Behavioural Government in the Twenty-First Century

Mark Whitehead, Rhys Jones, Rachel Lilley, Jessica Pykett and Rachel Howell
CONTENTS

List of illustrations vii
Acknowledgements ix
List of abbreviations xi

1 Neuroliberlism 1
2 An historical geography of neoliberalism I: applying behavioural insights 23
3 An historical geography of neoliberalism II: on new behavioural ideas 49
4 The neoliberal subject: rethinking human nature and reinventing the self 74
5 Redefining freedom: neoliberal autonomy and citizenship 95
6 The neoliberal state 116
7 The neoliberal corporation 136
8 Neuroliberlal environments: design, context and materiality 157
### Contents

9 Practical interventions in neoliberalism: mindfulness and behaviour change

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bibliography</td>
<td>202</td>
</tr>
<tr>
<td>Methodological appendix</td>
<td>211</td>
</tr>
<tr>
<td>Index</td>
<td>214</td>
</tr>
</tbody>
</table>