

## **Nudging And Libertarian Paternalism - Hebrews 5**

**It has always been the dream of the elitists: how to control the masses of people who do not agree to being herded like cattle. Draconian and dictatorial methods will only work when the State has overwhelming para-military resources. North Korea, China and many Muslim countries are at the top of the list. Russia, with the fond memories of the Soviet gulags, are well on their downward path to a non-free society.**

**But here in the Free West, we have long abandoned those barbaric practices, on the higher moral level of human decency. But the problem still exists here, how do leaders get the people to conform to the new and often unwanted social norms. The enacting of Legislation did not usually work. Prohibition in North America, in the 1920s, did not have the desired result. The alcohol addicts, aided by the boot-leggers, refused to comply. Had they done so, it would have saved them a lot of money, saved many spouses from abuse, and prevented many health issues and pre-mature death. Recently, when in Russia, the mortality rate of over 50 male alcohol addicts hit 30%; Putin was forced to restrict their beloved vodka. But they still are not happy.**

**Many leaders to-day despise their people. They think that the masses are irrational and deranged. And in many cases, they are correct. God created mankind as the crown of His Creation. He wants us to follow His Guidelines, but sinful man refuses the God's good and prefers ungodliness. Hebrews 5:14 But strong meat belongeth to them that are of full age, even those who by reason of use have their senses exercised to discern both good and evil.**

**2 Samuel 19:35 I am this day fourscore years old: and can I discern between good and evil? can thy servant taste what I eat or what I drink? can I hear any more the voice of singing men and singing women? wherefore then should thy servant be yet a burden unto my lord the king?**

**Barzillai was at least able to recognize his limitations. Dementia is not only afflicting the elderly, as many younger people are showing signs of it. There are many factors that reduce people's cognitive abilities. Substance abuse can turn rational people into irrational fools. The behaviour was portrayed in the "Irish Rovers" famous song, "Wasn't that a Party". Ungodly beliefs can also turn to irrationalism. Why does it lead to devaluing human life (suicide bombers), de-humanizing women (inferior to**

men and slaves)?

Man's irrational behaviour has been recorded many times in the Bible. Right from the beginning, in the Garden of Eden.

**Genesis 3:1-8** Now the serpent was more subtil than any beast of the field which the LORD God had made. And he said unto the woman, Yea, hath God said, Ye shall not eat of every tree of the garden? And the woman said unto the serpent, We may eat of the fruit of the trees of the garden: But of the fruit of the tree which is in the midst of the garden, God hath said, Ye shall not eat of it, neither shall ye touch it, lest ye die. And the serpent said unto the woman, Ye shall not surely die: For God doth know that in the day ye eat thereof, then your eyes shall be opened, and ye shall be as gods, knowing good and evil. And when the woman saw that the tree was good for food, and that it was pleasant to the eyes, and a tree to be desired to make one wise, she took of the fruit thereof, and did eat, and gave also unto her husband with her; and he did eat. And the eyes of them both were opened, and they knew that they were naked; and they sewed fig leaves together, and made themselves aprons. And they heard the voice of the LORD God walking in the garden in the cool of the day: and Adam and his wife hid themselves from the presence of the LORD God amongst the trees of the garden.

Adam and Eve were nudged by satan to disobey God.

**1 Samuel 8:1-10** And it came to pass, when Samuel was old, that he made his sons judges over Israel. Now the name of his firstborn was Joel; and the name of his second, Abiah: they were judges in Beersheba. And his sons walked not in his ways, but turned aside after lucre, and took bribes, and perverted judgment. Then all the elders of Israel gathered themselves together, and came to Samuel unto Ramah, And said unto him, Behold, thou art old, and thy sons walk not in thy ways: now make us a king to judge us like all the nations. But the thing displeased Samuel, when they said, Give us a king to judge us. And Samuel prayed unto the LORD. And the LORD said unto Samuel, Hearken unto the voice of the people in all that they say unto thee: for they have not rejected thee, but they have rejected Me, that I should not reign over them. According to all the works which they have done since the day that I brought them up out of Egypt even unto this day, wherewith they have forsaken Me, and served other gods, so do they also unto thee. Now therefore hearken unto their voice: howbeit yet protest solemnly unto them, and shew them the manner of the king that shall reign over them. And Samuel told all the words of the LORD unto the people that asked of him a king.

**The Israelites were nudged by the devil to draw them away from God.**

**Mark 15:9-14 But Pilate answered them, saying, Will ye that I release unto you the King of the Jews? For he knew that the chief priests had delivered him for envy. But the chief priests moved the people, that he should rather release Barabbas unto them. And Pilate answered and said again unto them, What will ye then that I shall do unto him whom ye call the King of the Jews? And they cried out again, Crucify him. Then Pilate said unto them, Why, what evil hath he done? And they cried out the more exceedingly, Crucify him.**

**Luke 23:4 Then said Pilate to the chief priests and to the people, I find no fault in this Man.**

**The people were nudged by the chief priests to have Jesus crucified.**

**Mark 5:17 And they began to pray Him to depart out of their coasts.**

**Revelation 20:7-10 And when the thousand years are expired, Satan shall be loosed out of his prison, And shall go out to deceive the nations which are in the four quarters of the earth, Gog and Magog, to gather them together to battle: the number of whom is as the sand of the sea. And they went up on the breadth of the earth, and compassed the camp of the saints about, and the beloved city: and fire came down from God out of heaven, and devoured them. And the devil that deceived them was cast into the lake of fire and brimstone, where the beast and the false prophet are, and shall be tormented day and night for ever and ever.**

**After the 1000 years rule by Jesus, the people were deceived (nudged) by the devil.**

**Isaiah 14:13-15 For thou hast said in thine heart, I will ascend into heaven, I will exalt my throne above the stars of God: I will sit also upon the mount of the congregation, in the sides of the north: 14 I will ascend above the heights of the clouds; I will be like the most High. 15 Yet thou shalt be brought down to hell, to the sides of the pit.**

**So satan is the root cause of turning rational people into irrational ones. And his demonic kingdom is working overtime to pull down as many people as possible. In to-day's world, modern technology has done a lot to afflict people. For example, how many susceptible young people absorbed the propaganda from terrorists over the internet, and went to join ISIS?**

**But the questions remain, how do leaders get people to do as they are told? The hard approach of more laws and stiffer penalties doesn't usually work. Constantly reminding people or nagging, just usually makes them turn off the annoying voices. Winston Churchill, being one of the few to recognize the dangers of the rapidly expanding Nazi military, kept warning the Brits. Very few would listen to him. In a memoire, he details how**

everyday he would rise in Parliament to speak. He would state how much bigger the German war machine had grown. He used the constant nagging approach so that the MPs could not forget the approaching danger. He used that day after day. So they have developed more subtle means to achieve their desired goals. The new tactic is liberterian paternalism. Even though it sounds like an oxy-moron, it is very effective. Liberterianism advocates less government intervention. Paternalism seeks more and more involvement.

Wikipedia has an article on it. Libertarian paternalism is the idea that it is both possible and legitimate for private and public institutions to affect behavior while also respecting freedom of choice, as well as the implementation of that idea. The term was coined by behavioral economist Richard Thaler and legal scholar Cass Sunstein in a 2003 article in the American Economic Review. The authors developed their ideas in a longer article in the University of Chicago Law Review that same year. They propose that libertarian paternalism is paternalism in the sense that "it tries to influence choices in a way that will make choosers better off, as judged by themselves" (p. 5). It is libertarian in the sense that it aims to ensure that "people should be free to opt out of specified arrangements if they choose to do so" (p. 1161). The possibility to opt out is said to "preserve freedom of choice" (p. 1182). Thaler and Sunstein published a book-length defense of this political doctrine in 2008 (new edition 2009). Libertarian paternalism is similar to asymmetric paternalism, which refers to policies designed to help people who behave irrationally and so are not advancing their own interests, while interfering only minimally with people who behave rationally. Such policies are also asymmetric in the sense that they should be acceptable both to those who believe that people behave rationally and to those who believe that people often behave irrationally.

The principles of libertarian paternalism are seen more and more in use to-day. It has been called the "Nudge Theory". Wikipedia has an article on it. Nudge theory (or Nudge) is a concept in behavioural science, political theory and economics which argues that positive reinforcement and indirect suggestions to try to achieve non-forced compliance can influence the motives, incentives and decision making of groups and individuals, at least as effectively – if not more effectively – than direct instruction, legislation, or enforcement.

Nudge theory's most celebrated influences include the formation of a British Behavioural Insights Team, often called the 'Nudge Unit', at the British Cabinet Office, headed by Dr David Halpern and US President Barack Obama's appointment of Cass R. Sunstein as administrator of the

**Office of Information and Regulatory Affairs. In Australia, the government of New South Wales established a Behavioural Insights community of practice.**

### **Definition of a Nudge**

**At the heart of nudge theory is the concept of nudge. This was originally defined by Richard Thaler and Cass Sunstein as:**

**“A nudge, as we will use the term, is any aspect of the choice architecture that alters people’s behavior in a predictable way without forbidding any options or significantly changing their economic incentives. To count as a mere nudge, the intervention must be easy and cheap to avoid. Nudges are not mandates. Putting fruit at eye level counts as a nudge. Banning junk food does not.”**

**One of nudges’ most frequently cited examples is the etching of the image of a housefly into the men’s room urinals at Amsterdam’s Schiphol Airport, which is intended to ‘improve the aim’.**

**Notability - “Nudge,” as it is often referred, is usually credited to Richard Thaler a prominent professor of Behavioural Science and Economics at the University of Chicago Booth School of Business. Thaler’s role in developing the “Nudge Theory” is usually discussed in parallel with Daniel Kahneman, an American psychologist.**

**Nudge theory rose to global prominence in 2008 with the release of the book Nudge: Improving Decisions About Health, Wealth, and Happiness, by Thaler and legal scholar Cass R. Sunstein. The volume not only brought the discourse on Nudge theory to the wider public, but secured a significant following among contemporary US and UK political personalities as well as the private sector involved with public health and related fields. Nudge theory and similar policy frameworks have been criticized by some psychologists for failing to take into account the psychological determinants of the behaviours that they are trying to change, despite the ethical implications.**

**Most recently, the political machinery of both President Barack Obama in the United States and Prime Minister David Cameron in the UK have sought to employ Nudge Theory to advance their respective domestic policy goals. In both the UK and the Australian state of NSW there is a Behavioural Insights Team in the government.**

**Applications - Nudge theory has also found its way into the business management and corporate culture. Health Safety and Environment (HSE) and Human Resources are two areas that have applied the theory to internal safety or management culture. Regarding its application to HSE, one of the primary goals of nudge is to achieve a "zero accident culture".**

**As not everyone is the same, the experts have split them into two categories. A business review had an overview of the Nudge Theory. 'Humans' and 'Econs'**

**These are two different characterizations of people, used by Thaler and Sunstein to illustrate two different types of thinking and decision-making. Thaler and Sunstein illustrated the contrast between (irrational 'dumb', very common) human behaviour, and (rational 'smart', far less common) logical behaviour, by presenting two (notionally) different types of people, which they called 'human' and 'econ'.**

**Humans are (what we might consider) 'real' people, who make 'real' human decisions (or fail to make a decision), driven by a wide range of human considerations and factors such as inertia, optimism, denial, lethargy, the inability to delay gratification, false assumptions, and more. This is a view of people/society from a 'reality' perspective.**

**Econs are an imaginary type of people - imagined to exist (instead of real people) by economists, politicians, academics, etc. Econs (are imagined) always to think logically and rationally, and are not influenced by the various heuristic factors such as inertia, optimism, denial, lethargy, the inability to delay gratification, false assumptions, and more (covered in other places), which generally cause 'humans' to behave in ways that are irrationally unhelpful, destructive, neglectful, etc. 'Econs' are a view of people and society from an unrealistic perspective.**

**A crucial aspect of Nudge theory is recognizing that 'econs' do not really exist in terms of broad societal behaviour; whereas 'humans' definitely do. When we accept this we begin to see why and how Nudge is a viable and necessary methodology, and why enforcement, as a strategy for shifting behaviour, tends to fail.**

**Thaler and Sunstein do not actually say that most politicians and corporate bosses believe that the world is populated by 'econs', but this is certainly implied.**

**There is a 'flip-side' to all this, namely that certain people in many corporations and governments understand extremely well that people often think and decide very instinctively and irrationally, and they exploit these weaknesses by using 'nudge' methods for cynical and unhelpful purposes. (You see that in politics where people react on emotional and derangement levels rather than rationally.)**

**How are these tactics used on people?**

**Governments are more often applying these methods to manipulate their citizens. Austria wanted to increase organ donations. Advertising only went so far. The government changed the default parameter. Now everyone is**

**automatically enrolled in the program. If they disagree, they have to opt out of it. Has it worked? The acceptance rate is now 92%. Germany, beside Austria has only 12% (compliance) the old way. (Now Austria has made the "body" a property of the state.)**

**Some years ago, a local cable company made major changes to their service. As a favour to their customers, they automatically upgraded everyone. If they did not like it, they could opt out. This is called the negative billing option. Most customers did not appreciate it, and made such a clamour that the cable company had to re-do it.**

**Microsoft is trying to get everyone to switch to their new Windows 10. But not everyone is enamoured with it. One of the main stumbling blocks is that it has to be always on the internet, or else you cannot sign in on your computer (so you cannot use your computer). So to nudge people, they have made it free the first year. How long it will remain free is a mystery. They are not saying. And lest anyone forget to upgrade, they are reminded everyday. Day after day after day etc. This is definitely Microsoft pushing their weight around, trying to force all to follow their corporate plans. Maybe that's why many are switching to Android systems.**

**The recent imposition of the American revised Healthcare system is a major example of the Nudge. Everyone was automatically put in, whether they wanted to or not. While it may help some, I do not know of anyone who is satisfied with it.**

**Sometimes, Nudging can be used positively. Most governments want people to increase savings for their retirement, so that the government doesn't have to subsidize them. By enacting certain tax benefits for those who do contribute, people are more willing to participate. The draconian method is to impose a heavy tax on the people.**

**If you were to look around, you would probably see many other ways you are being nudged. Have you been talking to someone, when they just stop talking? Obviously, you said something that they did not agree with, so they are showing their disapproval by giving you the Silent Treatment. This is just one of the subtle mind games used to control people. Some things you can block or reverse. But when the government puts down its big foot on you, your choices are limited.**

**This method was used to encourage the USA to join the second World War.**

**What does Our Lord Jesus want us to be?**

**Matthew 15:32 Then Jesus called His disciples unto Him, and said, I have compassion on the multitude, because they continue with me now three days, and have nothing to eat: and I will not send them away fasting, lest**

**they faint in the way.**

**Mark 5:1-20 - And they came over unto the other side of the sea, into the country of the Gadarenes. And when He was come out of the ship, immediately there met Him out of the tombs a man with an unclean spirit, Who had his dwelling among the tombs; and no man could bind him, no, not with chains: Because that he had been often bound with fetters and chains, and the chains had been plucked asunder by him, and the fetters broken in pieces: neither could any man tame him. And always, night and day, he was in the mountains, and in the tombs, crying, and cutting himself with stones. But when he saw Jesus afar off, he ran and worshipped Him, And cried with a loud voice, and said, What have I to do with thee, Jesus, Thou Son of the Most High God? I adjure thee by God, that Thou torment me not. For He said unto him, Come out of the man, thou unclean spirit. And He asked him, What is thy name? And he answered, saying, My name is Legion: for we are many. And he besought Him much that he would not send them away out of the country. Now there was there nigh unto the mountains a great herd of swine feeding. And all the devils besought Him, saying, Send us into the swine, that we may enter into them. And forthwith Jesus gave them leave. And the unclean spirits went out, and entered into the swine: and the herd ran violently down a steep place into the sea, (they were about two thousand;) and were choked in the sea. And they that fed the swine fled, and told it in the city, and in the country. And they went out to see what it was that was done. And they come to Jesus, and see him that was possessed with the devil, and had the legion, sitting, and clothed, and in his right mind: and they were afraid. And they that saw it told them how it befell to him that was possessed with the devil, and also concerning the swine. And they began to pray Him to depart out of their coasts. And when He was come into the ship, he that had been possessed with the devil prayed Him that he might be with Him. Howbeit Jesus suffered him not, but saith unto him, Go home to thy friends, and tell them how great things the Lord hath done for thee, and hath had compassion on thee. And he departed, and began to publish in Decapolis how great things Jesus had done for him: and all men did marvel.**

**Luke 10:19 Behold, I give unto you power to tread on serpents and scorpions, and over all the power of the enemy: and nothing shall by any means hurt you.**

**Romans 16:20 For your obedience is come abroad unto all men. I am glad therefore on your behalf: but yet I would have you wise unto that which is good, and simple concerning evil.**



**Acts 19 Referred to the account of the 7 sons of Sceva.**

**But God has provided better things for His People. He doesn't play games with us like many are doing to-day. With spiritual warfare, we can break off those controls that others are trying to put on us. And with deliverance, we can cast those demons out, in Jesus' Name.**

**Judges 16 Summarized of Samson and Delilah.**

**Judges 16:5 And the lords of the Philistines came up unto her, and said unto her, Entice him, and see wherein his great strength lieth, and by what means we may prevail against him, that we may bind him to afflict him: and we will give thee every one of us eleven hundred pieces of silver.**

**Judges 14 Summarized of Samson, his wife and the riddle. V17 And she wept before him the seven days, while their feast lasted: and it came to pass on the seventh day, that he told her, because she lay sore upon him: and she told the riddle to the children of her people.**

**Judges 16:13 And Delilah said unto Samson, Hitherto thou hast mocked me, and told me lies: tell me wherewith thou mightest be bound. And he said unto her, If thou weavest the seven locks of my head with the web.**

**Judges 16:15-17 And she said unto him, How canst thou say, I love thee, when thine heart is not with me? thou hast mocked me these three times, and hast not told me wherein thy great strength lieth. 16 And it came to pass, when she pressed him daily with her words, and urged him, so that his soul was vexed unto death; 17 That he told her all his heart, and said unto her, There hath not come a razor upon mine head; for I have been a Nazarite unto God from my mother's womb: if I be shaven, then my strength will go from me, and I shall become weak, and be like any other man.**

**1 John 2:1 My little children, these things write I unto you, that ye sin not. And if any man sin, we have an advocate with the Father, Jesus Christ the righteous:**

**Romans 10:9,10 That if thou shalt confess with thy mouth the Lord Jesus, and shalt believe in thine heart that God hath raised him from the dead, thou shalt be saved. 10 For with the heart man believeth unto righteousness; and with the mouth confession is made unto salvation.**

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