

Contents

<i>Foreword by Cass R Sunstein</i>	v
<i>Figures</i>	xxi
<i>Tables</i>	xxiii
<i>Contributors</i>	XXV

1. The Emergence of Behavioural Policy-Making:
A European Perspective 1
Anne-Lise Sibony and Alberto Alemanno

Part I: Integrating Behavioural Sciences into EU Law-Making

2. Behavioural Sciences in Practice: Lessons for EU Rulemakers 29
Fabiana Di Porto and Nicoletta Rangone
3. Nudging and Evidence-Based Policy in Europe:
Problems of Normative Legitimacy and Effectiveness 61
Muireann Quigley and Elen Stokes
4. Judge the Nudge: In Search of the Legal Limits of
Paternalistic Nudging in the EU 83
Anne van Aaken

Part II: De-Biasing Through EU Law and Beyond

5. Can Experts be Trusted and what can be done about it?
Insights from the Biases and Heuristics Literature 115
Oren Perez
6. Overcoming Illusions of Control: How to Nudge and
Teach Regulatory Humility 139
Claire A Dunlop and Claudio M Radaelli

Part III: The Impact of Behavioural Sciences on EU Policies

7. Behavioural Sciences and EU Data Protection Law:
Challenges and Opportunities 161
Eoin Carolan and Alessandro Spina

8.	Behavioural Sciences and the Regulation of Privacy on the Internet	179
	<i>Frederik Zuiderveen Borgesius</i>	
9.	EU Consumer Protection and Behavioural Sciences: Revolution or Reform?	209
	<i>Anne-Lise Sibony and Geneviève Helleringer</i>	
10.	What can EU Health Law Learn from Behavioural Sciences? The Case of EU Lifestyle Regulation.....	235
	<i>Alberto Alemanno</i>	
11.	Conduct of Business Rules in EU Financial Services Regulation: Behavioural Rules Devoid of Behavioural Analysis?.....	255
	<i>Pieter Van Cleynenbreugel</i>	
Part IV: Problems with Behaviourally Informed Regulation		
12.	Making Sense of Nudge-Scepticism: Three Challenges to EU Law's Learning from Behavioural Sciences	279
	<i>Péter Cserne</i>	
13.	Behavioural Trade-Offs: Beyond the Land of Nudges Spans the World of Law and Psychology	301
	<i>Yuval Feldman and Orly Lobel</i>	
14.	Epilogue: The Legitimacy and Practicability of EU Behavioural Policy-Making	325
	<i>Alberto Alemanno and Anne-Lise Sibony</i>	
	<i>Index</i>	349