

NOW5

NORMACTIVITY ONLINE WORKSHOP

Behavioural Economics and Normativity



📅 MAY 27 2026 ⌚ 3 PM CEST - 9 AM EDT

🌐 ONLINE EVENT

🔗 FREE PARTICIPATION - REGISTRATION REQUIRED BY MAY 22: <https://forms.gle/zEhdDgPVxuT9jNdL6>

INFO: normactivity@gmail.com

INVITED SPEAKERS

ROGER BROWNSWORD (KING'S COLLEGE LONDON)

NICK CHATER (WARWICK BUSINESS SCHOOL)

ALEX IMAS (UNIVERSITY OF CHICAGO)

CASS SUNSTEIN (HARVARD UNIVERSITY)

ORGANIZING COMMITTEE

ALBERTO BISIN (NEW YORK UNIVERSITY)

LAURA DANÓN (UNIVERSITY OF CÓRDOBA)

OLIMPIA G. LODDO (UNIVERSITY OF CAGLIARI)

GIUSEPPE LORINI (UNIVERSITY OF CAGLIARI)

MARIO MACIS (JOHNS HOPKINS UNIVERSITY)

Human conduct is often understood as being regulated primarily through explicit verbal rules. This image has strongly shaped philosophical and legal thinking about normativity, but it may also have obscured other important regulatory phenomena that pervade social life.

In recent decades, behavioural economics has enriched this picture. It has complemented rational-choice approaches by showing how psychological, cognitive, and social factors shape behaviour and decision-making. These insights raise broader questions about normativity and regulation. They suggest that conduct may be guided not only through explicit rules, but also through the design of choice environments and through social and cognitive mechanisms that influence action. "Nudging" is one important example of this broader behavioural perspective. The NormActivity Online Workshop on Behavioural Economics and Normativity brings together scholars in philosophy, law, economics, and psychology to reflect on how behavioural approaches can deepen our understanding of normativity, regulation, and the governance of human conduct.



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