

## 助推理论：劝说的秘密

Hello. This is 6 Minute English from BBC Learning English. I'm Neil. And I'm Beth. Have you ever been sent a text reminding you about a doctor's appointment?

大家好。这里是BBC英语六分钟。我是尼尔。我是贝丝。您是否曾经收到过短信提醒您预约医生？

Or impulsively bought something on the internet because there was "only one left"? If any of these have happened to you, then you've been nudged.

或者因为“只剩下一件”而冲动网购？如果这些情况中的任何一个发生在你身上，那么你就受到了助推。

A nudge is a subtle way of altering human behaviour. It's a powerful way for governments, advertisers and social media companies to encourage, or nudge, people into making choices that benefit themselves and society as a whole.

助推是改变人类行为的一种微妙方式。这是政府、广告商和社交媒体公司鼓励或推动人们做出有利于自己和整个社会的选择的有力方式。

Imagine the government want people to eat better. It might encourage supermarkets to put healthy snacks in easy-to-reach shelves near the checkout, and hide the chocolate bars out of sight on the top shelf. Shoppers are being nudged to eat better.

想象一下政府希望人们吃得更好，可能会鼓励超市将健康零食放在收银台附近易于够到的货架上，并将巧克力棒藏在顶层货架上看不见的地方。消费者被助推吃得更好。

Well... that's the idea, anyway. But often nudging is used less to benefit society, and more to make money for big business. And it happens more often than people realise.

就是这个概念。但助推往往较少用于造福社会，而更多用于为大企业赚钱。而且这种情况发生的频率比人们意识到的要多。

So in this programme, we'll be asking whether the idea behind nudging - to influence human behaviour for good - is still true today. And, as usual, we'll be learning some useful new vocabulary as well.

因此，在本期节目中，我们将探究“助推”背后的理念“永久影响人类行为”在今天是否仍然正确。而且，像往常一样，我们还将学习一些有用的新词汇。

But first I have a question for you, Beth. Another example of nudging happened in Woolwich, an area of London which in 2011 had a problem with anti-social behaviour, and particularly with shop windows being smashed.

但首先我有一个问题要问你，贝丝。另一个助推的例子发生在伦敦的伍尔维奇地区，该地区在2011年出现了反社会行为问题，尤其是商店橱窗被砸碎的情况。

The local authority decided to use nudging to fix the problem by painting pictures on the shop windows, but what did they paint? Was it: a) cute kittens? b) babies' faces? or, c) barking dogs?

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当地政府决定在商店橱窗上画画来解决这个问题，但他们画了什么？是可爱的小猫，婴儿的脸，还是狂吠的狗呢？

I guess barking dogs would keep the window breakers away. OK, Beth, I'll reveal the correct answer later in the programme.

我猜狂吠的狗会让破坏玻璃的人远离。好的，贝丝，我将在稍后的节目中揭晓正确答案。

Nudging started in 2008 with the publication of a book by Nobel Prize winning economist, Professor Richard Thaler.

助推一词最早见于2008年诺贝尔奖获得者、经济学家理查德·塞勒教授出版的一本书。

Professor Thaler's ideas about how to gently persuade people into making good decisions became known as 'nudge theory'.

塞勒教授将“助推理论”定义为温和地说服人们做出正确决定的想法。

Advertising executive, Rory Sutherland, introduced nudge theory to his agency, Ogilvy. Here's Rory explaining more to BBC Radio 4 programme, Analysis: Let's say you make the profitable option button green and highly attractive, the less profitable option, you make it kind of grey, and kind of manky looking, okay... That would be an example of something which is, you know, a nudge not necessarily used in the best interests of the consumer.

广告主管罗里·萨瑟兰 (Rory Sutherland)向其代理机构奥美引入了助推理论。以下是罗里对 BBC广播4台节目“分析”的更多解释：假设你把有利可图的选项按钮设置为绿色且极具吸引力，而将利润较低的选项按钮设置为灰色，看起来有点脏，好吧.....这就是一个助推的例子，不一定是为了消费者的最大利益。

Advertisers use colours to nudge customers towards the profitable option, the one which is most likely to make money.

广告商利用颜色来引导客户做出有利可图的选择，即最有可能赚钱的选择。

These appear brightly coloured and attractive on the screen, whereas less profitable options are made to look manky, a slang word meaning dirty and unattractive.

利润高的在屏幕上显得色彩鲜艳、有吸引力，而利润较低的选项则看起来很脏，manky是一个俚语，意思是肮脏和没有吸引力。

Here, nudging isn't being used for the public good. These 'dark nudges', also called 'sludge', make money for a company, but are not always in the best interests of the consumer. If something is in your best interests, it's the most advantageous and beneficial thing for you to do.

在这里，助推并不是为了公共利益。这些“暗推”，也称为“污泥”，可以为公司赚钱，但并不总是符合消费者的最佳利益。如果某件事in your best interest，那么它就是对您最有利、最有益的事情。

Dark nudges have caused many to question the morality of nudging, including Neil Levy, professor of ethics at Oxford University, speaking here to BBC Radio 4 programme, Analysis: The big one, the one people have concentrated on, is that it's paternalistic - that is that nudge might be in our interests but we want to make our own decisions. People worry that nudges infantilize us, it's undermining our autonomy.

暗推让许多人质疑助推的道德性，牛津大学伦理学教授尼尔·利维(Neil Levy)在BBC广播第四台节目《分析》中发表讲话：人们关注的最重要的一点是，它是家长式的——也就是说，推动可能符合我们的利益，但我们想要自己做出决定。人们担心助推会让我们变得幼稚，会破坏我们的自主权。

Critics of nudging call it paternalistic, meaning it wants to make decisions for people, rather than letting them take responsibility for themselves.

助推的批评人士称其为家长式作风，这意味着它希望为人们做出决定，而不是让他们为自己负责。

They also claim nudging infantilizes people, it treats them like children, and, as a result, people lose autonomy, the ability to make your own decisions about what to do, rather than being told by someone else.

他们还声称，助推会让人变得幼稚，就像对待孩子一样，结果，人们失去了自主权，失去了自己决定做什么的能力，一味听从别人的指示。

I guess nudging itself is neither good nor bad, it just depends how you use it. Well, let's look on the positive side by revealing the answer to your question, Neil.

我认为助推有利有弊，只取决于如何运用。让我们从积极的一面看待助推，是时候揭晓问题的答案了，尼尔。

Right, I asked you how authorities in Woolwich, in south-east London, nudged anti-social window breakers to behave nicely.

我问伦敦东南部伍尔维奇当局如何促使反社会的窗户破坏者表现良好。

I guessed it was by painting pictures of scary barking dogs on the windows... Which was... the wrong answer, I'm afraid, Beth!

我猜是在窗户上画了可怕的狂吠的狗的图片.....这恐怕是错误答案，贝丝！

In fact, Woolwich council hired graffiti artists to paint pictures of local babies' faces onto the window shutters.

事实上，伍尔维奇议会聘请了涂鸦艺术家在百叶窗上画上当地婴儿的脸。

Not even the most hard-hearted criminal smashed those windows, and anti-social behaviour fell by 18% in one year!

即使是最心狠手辣的罪犯也不会砸碎这些窗户，反社会行为一年内下降了18%！

OK, let's recap the vocabulary we've learned in this programme about nudging, ways of gently persuading or encouraging someone to take decisions.

让我们回顾一下本课程中学到的有关“助推”的词汇，即温和地说服或鼓励某人做出决定的方法。

Something which is profitable makes a profit, or is likely to make money. Manky is slang for dirty and unattractive.

profitable事物能够盈利，或者可能赚钱。Manky 是俚语，意思是肮脏和没有吸引力。

If something is in your best interests, it's the most advantageous, beneficial thing for you to do.

如果某件事in your best interests，那么它就是对你来说最有利、最有益的事情。

A paternalistic person prefers making decisions for other people, rather than letting them take responsibility for their own lives. To infantilize someone means to treat them as if they were a child.

paternalistic人更喜欢为别人做决定，而不是让他们为自己的生活负责。使某人infantilize意味着将他们当作孩子一样对待。

And finally, autonomy is the ability to make your own decisions about what to do, rather than being told by someone else.

最后，autonomy是指自己决定做什么的能力，而不是听从别人的指示。

Once again our six minutes are up! Remember to join us again next time for more topical discussion and useful vocabulary, here at 6 Minute English.

Goodbye for now! Bye!

六分钟又到了！记得下次继续收听，了解更多话题讨论和有用词汇。暂时再见了！再见！

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