

# RCTs to Scale: Comprehensive Evidence from Two Nudge Units

Dellavigna and Linos (2022)

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# Abstract

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- A meta-analysis of Nudge interventions.
  - A unique dataset that assembles 126 RCTs covering 23 million individuals (two of the largest Nudge Units in the U.S.).
- Comparing these samples found a difference in the size of average impacts.
  - Evidence from academic journals shows very large and significant impact, while that from Nudge Units are smaller.
- Three dimensions accounts for these differences.
  1. Statistical power of trials
  2. Characteristics of the interventions
  3. Selective publication
- Among them, selective publication explains about 70% of the difference in effect sizes.