

**Article Link**

<http://www.time.com/time/magazine/article/0,9171,1889153-5,00.html>

# How Obama is Using the Science of Change

Article explores how the power of conformity, or social norms can be harnessed to move a population to change behaviors and choices. It highlights how the new administration is drawing on research by IPA affiliated behavioral economists to craft policies designed to create positive change in people's choices; such as in how much energy they consume, how much they save, as well as how much they chose to smoke and eat fatty foods.

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