

Webisode 57DHYAFZZEP February 18 2026 A nudge to an indoor residential wood burner to stop

A nudge to an indoor residential wood burner to stop  
Does not work! Why? because you are not a cop!  
Offering free Heat Pumps in exchange for shutting down  
The pollution also will not work well! I could not put this book down!  
There is a name for it! Calculating positive externalities  
Does not work better than legislative decrees in this century  
The wood burning industry would like you to use phenomena for  
persuasion and supply and demand to fulfill the wood burner  
next door! Be a better neighbor! Have I convinced you further?  
I lose out on clean air because I did not make a good individual case  
To this individual neighbor who blows wood smoke in my face!  
That is nudge theory, a theory that policies that gently nudge or talk down  
people to make good choices can succeed better than a judge  
acting on legislative decrees. For instance, if we cleverly nudge  
a homeowner's utility bill to show him that neighbors are using less  
energy, maybe he will sort of achieve his own green success  
Nudge theory rocketed from academia to governments around the world  
because it seemed to offer a path to liberal outcomes, like better road  
safety, with none of the heavy-handed regulation that conservatives despise.  
I can understand why my wood burning neighbor will find it a perfectly devised  
theory. And adjust the timeline of stopping indoor residential wood burning to eternity  
Because he just does not feel it right now, but instead is hurt by my enmity  
in pointing out his wood stove emits air polluting PM 2 point 5  
I just do not convince him that I should stay alive  
That is why we have or had the Environmental Protection Agency  
Local laws against nuisance from air pollution encourage decency  
Apologies to Abraham Lincoln a saint if there ever was one  
President's Day should honor only him, but time is up on this one  
Not with nudges or sighs or appeals to the better angels of our natures  
But with direct evidence of air pollution tracking its source amid living nature  
The "nudge" school of behavioral economics shot to prominence in 2008  
with a book of that name that conservatives like, which greens should sort of hate  
In 1970 legislation began to be passed on regulating air pollution  
And since then real change has happened, amounting to a revolution  
Regulation with enforcement works on those who do not care about others!  
Learn how to evade responsibility and put the onus on others! Pick up a book with a nudge cover!  
You might want to investigate if nudge theory really helped improve road safety  
If it involved radar guns aimed at drunk drivers careening down your street, that worked maybe.  
But only if followed by a regulation to point to, and enforcement based on, data you presented  
To your local government and then made into regulation and enforcement with no rebels  
Maybe required a breathalyzer interlock device if a driver had above a certain alcohol level  
repeatedly! Or in the case of wood burning if data from a PurpleAir monitor in the yard of a near neighbor  
where the only effective nudge in the right direction was evidence in court, not conversation labor