

O Sun God, Savitr!  
Thou dazzling fount of life-persuasive light!  
Sublimest mystery speeding from afar!  
Swift became that burst too potent on the sight!  
This radiant type of strength and youth!  
Glowing eternally!

He alone shines!  
All luminaries get illuminated by His Illumination!  
The whole Universe is enlightened by His light!  
- Kathopanishad



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VEPACHEDU EDUCATIONAL FOUNDATION

మన సంస్కృతి

Mana Sanskriti (Our Culture)

Chief Editor: Dr. Sreenivasarao Vepachedu, Esq.

May the golden-eyed Savitar come hither!  
Shining forth he rises from the lap of the dawn!  
Praised by singers, my God Savitar!  
Stepped forth and never missed his place!  
He steps forth the splendor of the sky the wide!  
Seeing, far-shining, the shining wanderer!  
- Rig Veda, iii. 65

ॐ भूर्भुवः स्वः तत्सवितुर्वरेण्यं भर्गो देवस्य धीमहि धियो यो नः प्रचोदयात्॥

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Issue: 239

డాక్టర్ శ్రీనివాసరావు వేపచేడు/ डॉक्टर श्रीनिवासरावु वेपचेदु / Dr. Sreenivasarao Vepachedu<sup>1</sup>, JD, PhD, LL.M

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NOBEL TO NUDGE

Appealing to the human mind and emotions has been a feature of effective governance and control dates back to the ancient Indian philosophers such as Kautilya<sup>2</sup> and European philosophers such as Plato<sup>3</sup>, leveraging the behavioral science to encourage desired behaviors.

In Lexington, KY there were 7,000 overdue water bills that totaled about \$4 million. A program to nudge in this situation was alerting people to their delinquency. Some of the nudge alerts included handwritten notes addressing recipients by name. In less than a month, the campaign resulted in the reconciliation of \$139,000 in unpaid bills<sup>4</sup>.

Another example, to increase pension saving rates among private sector workers the Government mandated employers to establish an automatic enrolment scheme in 2012 in the UK, resulting in the private sector pension schemes a jump in membership from 2.7 million in 2012 to 7.7 million in 2016<sup>5</sup>. The nudge unit project was launched in 2010 to find innovative ways of changing public behavior. Its biggest success was recruiting 100,000 more people to carry organ donor cards by making small changes to the wording of messages on a website for people applying to renew driving licenses<sup>6</sup>.

Nudges can be used not only to influence the public, but also to encourage employees by offering incentives like recognition and prizes. Lack of thinking time, habit and poor decision making mean that even when presented with a factual analysis, for example on healthy eating, people are likely to pick burger and chips. However, by simply offering salad or changing where the salad boxes are placed on the supermarket shelves, people can be nudged to buy salad along with or over unhealthy foods such as burgers<sup>7</sup>.

Using [Internet of Things \(IOT\)](#)<sup>8</sup> ecosystems, cities can provide with up-to-date information to residents to assist in making desired decisions. Instantaneous data-mining and the Artificial Intelligence (AI)<sup>9</sup> tools can be useful in nudging citizens in real time and assist people making their lives more productive and easier<sup>10</sup>.

The Behavioral Insights Team (BIT), a London-based organization jointly owned by its employees and the United Kingdom government, is now working with 30 US cities, helping

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 - Rig Veda, vii. 65

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them create subtle influence programs with goals such as encouraging more minority candidates to apply to police departments or pushing eligible homeowners to use mortgage-related tax exemptions<sup>11</sup>, while fake news articles, memes, and social media posts influenced American and Western people and governments<sup>12</sup>.

The Internet supports a global ecosystem of social interaction as the modern life revolves around the network, with its status updates, news feeds, comment chains, political advocacy, omnipresent reviews, rankings and ratings. The age-old disinformation has been greatly enhanced public vulnerability to manipulation of information by the digital revolution which will continue<sup>13</sup>.

**PRIVACY IN PERIL**



How HIPAA<sup>1</sup> Allows Doctors to Respond to the Opioid Crisis



The Health Insurance Portability and Accountability Act of 1996 (HIPAA) allows health care professionals to disclose some health information without patient's permission: Sharing health information with family and close friends,

and Informing persons in a position to prevent or lessen a serious and imminent threat to a patient's health or safety. For more information visit [Privacy in Perilous Opioid Crisis](#)<sup>14</sup>. See also [New Cost of Globalization and Internet](#)<sup>15</sup>, [Personal Data Breach @ Uber](#)<sup>16</sup>.

**NOTES AND REFERENCES**<sup>17</sup>

<sup>1</sup>Dr. Rao Vepachedu is the founder and president of Vepachedu Educational Foundation Inc., a 501(c) (3) educational foundation, and the Law Offices of Dr. Vepachedu and co-founder of Exciva. For more information visit: [www.linkedin.com/in/vepachedu](http://www.linkedin.com/in/vepachedu); <http://www.avvo.com/attorneys/60201-il-sreenivasarao-vepachedu-764535.html>, and <http://www.crm-ip.com/vepachedu.html>. Contact: [svepachedu@yahoo.com](mailto:svepachedu@yahoo.com).

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<sup>2</sup> Kautilya: The Indian Strategic Thinker and Indian Strategic Culture  
<http://www.tandfonline.com/doi/abs/10.1080/01495930600956260>; Indian strategic culture  
<http://www.tandfonline.com/doi/abs/10.1080/01636609209550082?src=recsys>

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International Workshop on Ideologies, Values and Political Behaviors in Central and Eastern Europe Mandala of Power by Cristiana Budac. Kautilya's Arthashastra accounts for a realist view on politics in ancient India, with a strange modern implications, starting with the theory of political circles (*mandala*), which is a genuine realist political model. Kautilya deserves a place among other remarkable figures in the history of political thought, such as Thomas Hobbes, Niccolò Machiavelli, Confucius or the Chinese Legalists. Similar to the Legalists, who outlined the ideological principles of the first Chinese dynasty, the Qin (221-207 B.C.), Kautilya stresses the importance of state power and the obedience that must be shown to power. He shares with Hobbes a pessimistic view about human nature and, like Machiavelli, is interested in educating the perfect statesman, someone who is powerful enough to keep and expand his authority. Yet unlike the works of Machiavelli or Confucius, Arthashastra does not tackle moral issues. Morality – the subject of another series of Indian treaties, the Dharmashastras (treaties about the laws of moral actions) – is personal. [https://ac.els-cdn.com/S1877042815031304/1-s2.0-S1877042815031304-main.pdf?\\_tid=af9240be-c89e-11e7-94cd-00000aacb35e&acdnat=1510597133\\_4b0366d24c18a1cd6fe93ef5ce2cb910](https://ac.els-cdn.com/S1877042815031304/1-s2.0-S1877042815031304-main.pdf?_tid=af9240be-c89e-11e7-94cd-00000aacb35e&acdnat=1510597133_4b0366d24c18a1cd6fe93ef5ce2cb910)

<sup>3</sup> Platonically irrational; How much did Plato know about behavioural economics and cognitive biases? Pretty much everything, it turns out <https://aeon.co/essays/what-plato-knew-about-behavioural-economics-a-lot>

<sup>4</sup> Nudging Citizen Behavior Can Drive Positive Community Change <http://www.govtech.com/civic/Nudging-Citizen-Behavior-Can-Drive-Positive-Community-Change.html>

<sup>5</sup> What is 'nudge theory' and why should we care? Explaining Richard Thaler's Nobel economics prize-winning concept <http://www.independent.co.uk/news/business/analysis-and-features/nudge-theory-richard-thaler-meaning-explanation-what-is-it-nobel-economics-prize-winner-2017-a7990461.html>

<sup>6</sup> 'Nudge unit' sold off to charity and employees <http://www.bbc.com/news/uk-politics-26030205>

<sup>7</sup> Richard Thaler and the economics of how we live <http://www.bbc.com/news/business-41550434>; Nobel Goes To American Richard Thaler For Work In Behavioral Economics <https://www.npr.org/sections/thetwo-way/2017/10/09/556610760/nobel-goes-to-american-richard-thaler-for-work-in-behavioral-economics>; The 2017 Nobel Prize in Economic Sciences has been awarded to Richard Thaler of the University of Chicago for his pioneering work in behavioral economics. Integrating economics with psychology

[https://www.nobelprize.org/nobel\\_prizes/economic-sciences/laureates/2017/press.html](https://www.nobelprize.org/nobel_prizes/economic-sciences/laureates/2017/press.html)

<sup>8</sup> INTERNET OF THINGS <https://www.linkedin.com/pulse/internet-things-rao-vepachedu/>

<sup>9</sup> Artificial Intelligence of WIPO <https://www.linkedin.com/pulse/artificial-intelligence-wipo-rao-vepachedu-jd-phd-llm/>; THE FOURTH LAW OF ROBOTICS - COMPUTATIONAL COPYRIGHT LAW

<https://www.linkedin.com/pulse/fourth-law-robotics-computational-copyright-rao-vepachedu/>; Apple's Way [https://www.researchgate.net/publication/319787137\\_Apple's\\_Way](https://www.researchgate.net/publication/319787137_Apple's_Way)

<sup>10</sup> Analytics Tools Could Be the Key to Effective Message-Driven Nudging

<http://www.govtech.com/opinion/Analytics-Tools-Could-Be-Key-Effective-Message-Driven-Nudging.html>

Will Machine Learning, Artificial Intelligence Give Rise to the Virtual Assistant?

<http://www.govtech.com/computing/Will-Machine-Learning-Artificial-Intelligence-Give-Rise-to-the-Virtual-Assistant.html>

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<sup>11</sup> Nudging Citizen Behavior Can Drive Positive Community Change [http://www.govtech.com/civic/Nudging-Citizen-Behavior-Can-Drive-Positive-Community-Change.html?utm\\_term=Nudging%20Citizen%20Behavior%20Can%20Drive%20Positive%20Community%20Change&utm\\_campaign=Nudging%20Citizen%20Behavior%20Can%20Drive%20Positive%20Community%20Change%2C%20Is%20Michigan%20CIO%20David%20DeVries%20Worried%20About%20Workforce&utm\\_content=email&utm\\_source=Act-On+Software&utm\\_medium=email](http://www.govtech.com/civic/Nudging-Citizen-Behavior-Can-Drive-Positive-Community-Change.html?utm_term=Nudging%20Citizen%20Behavior%20Can%20Drive%20Positive%20Community%20Change&utm_campaign=Nudging%20Citizen%20Behavior%20Can%20Drive%20Positive%20Community%20Change%2C%20Is%20Michigan%20CIO%20David%20DeVries%20Worried%20About%20Workforce&utm_content=email&utm_source=Act-On+Software&utm_medium=email)

<sup>12</sup> Inside the Russian 'troll factory': How Putin's unlikely cyber recruits deployed waves of fake news articles, memes and divisive social media posts in the Kremlin's information war on the West <http://www.dailymail.co.uk/news/article-5074671/Russian-troll-factory-recruits-fake-news.html#ixzz4yL0k722x>  
 Fake news: Washington Post clone emerges in China <https://www.ft.com/content/fc4cf168-a2a3-11e7-9e4f-7f5e6a7c98a2>; China's biggest search engine Baidu looks into 3 billion fake news claims a year <http://www.scmp.com/news/china/policies-politics/article/2114682/chinas-biggest-search-engine-baidu-looks-3-billion-fake>  
 Not Even Chinese Censorship Prevents Fake News <https://dose.com/articles/not-even-chinese-censorship-prevents-fake-news/>  
 NY Times Uncritically Says Fake News Debate Supports Chinese Style Censorship <https://www.techdirt.com/articles/20171020/14382138452/ny-times-uncritically-says-fake-news-debate-supports-chinese-style-censorship.shtml>  
 ISSUE BRIEF: DISTINGUISHING DISINFORMATION FROM PROPAGANDA, MISINFORMATION, AND "FAKE NEWS" <https://www.ned.org/issue-brief-distinguishing-disinformation-from-propaganda-misinformation-and-fake-news/>

<sup>13</sup> The Future of Free Speech, Trolls, Anonymity and Fake News Online <http://www.pewinternet.org/2017/03/29/the-future-of-free-speech-trolls-anonymity-and-fake-news-online/>

<sup>14</sup> Privacy in Perilous Opioid Crisis: <https://www.linkedin.com/pulse/privacy-perilous-opioid-crisis-rao-vepachedu-jd-phd-llm/>

<sup>15</sup> Extrapolating from the 2017 Privacy Governance Report, the IAPP and EY find Fortune's Global 500 companies will spend roughly \$7.8 billion in order to ensure they are compliant with the EU General Data Protection Regulation, Financial Times reports. IAPP President and CEO J. Trevor Hughes, CIPP, said companies have been spending money on hiring lawyers and data protection consultants, along with technology to assist in complying with the upcoming rules, in addition to costs associated with modifying products and services in the marketplace to be GDPR-compliant. <https://iapp.org/news/a/survey-fortune-500-companies-to-spend-7-8b-on-gdpr-compliance/>

<sup>16</sup> Personal Data Breach @ Uber: <https://www.linkedin.com/pulse/personal-data-breach-uber-rao-vepachedu-jd-phd-llm/> ; <https://www.nytimes.com/2017/11/21/technology/uber-hack.html>

<sup>17</sup> In addition to the primary sources cited above, additional references include:

New York Times, Washington Post, Mercury News, Bayarea.com, Deccan Chronicle, the Hindu, Hindustan Times, Times of India, AP, Reuters, AFP, The Guardian, Pravda, Spiegel, Connexion, etc.

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"Where the mind is without fear and the head is held high, Where knowledge is free, Where the world has not been broken up into fragments, By narrow domestic walls." -- Rabindranath Tagore (1861-1941), Gitanjali, 1912.

One World One Family  
 AUM! SWASTI!

Om! Asatoma Sadgamaya, Tamasoma Jyotirgamaya, Mrityorma Amritamgamaya, Om Shantih, Shantih, Shantih! (Aum! Lead the world from wrong path to the right path, from ignorance to knowledge, from mortality to immortality, and peace!)  
 SWASTI! AUM!



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