

Stephen Young: Biography

Behavioural economics

Stephen Young talks about, writes about and teaches behavioural economics - the kind of economics which accepts that we are not always rational, have emotions, often don't act in our own best interests, have limited time and capacity to make decisions, are influenced by others and can be swayed by emotions and the power of stories.

Stephen uses behavioural economics to show how we make choices - not just what we buy, but also our decisions around health, the environment and life in general. As an independent consultant for public and private sector clients, Stephen's presentations and workshops stimulate audiences to think about ways in which behavioural economics can help change behaviour in business, in policy and in personal situations.

Stephen lectures at the [University of Brighton Business School](#) and the [Brighton and Sussex Medical School](#), and began teaching behavioural economics in 2009 in response to the global economic crisis. Stephen creates and delivers engaging and interactive workshops for postgraduates from a wide range of backgrounds and disciplines, including MBAs, MSc Marketing, public health professionals, clinicians, commissioners, and GPs. His research and practice concentrates on how behavioural economics can produce applications and interventions which lead to behaviour change, especially around health and sustainability.

Stephen is a behavioural economist but is sufficiently rational to be [car-free](#) by choice. A former chair of Brighton and Hove [Living Streets](#) Group, he is a pedestrian advocate on [Brighton & Hove City Council Transport Partnership](#).

Markets, strategy, regulation and public policy

Stephen has extensive experience of working in both public and private sectors, with a prior commercial background in the economics, strategy and regulation of global digital networks and services. In a series of ground-breaking reports on markets and strategy, Stephen predicted the transformation of the telecoms sector by competition, including the destruction of margins in international telecoms; the boom-bust cycle of the bandwidth explosion; and the role of data centres in hosting the interconnected networks and servers of the digital economy.

As an independent consultant, Stephen has worked for clients including the [United Nations International Telecommunication Union](#), and was previously Principal Analyst at Europe's largest independent ICT (Information & Communications Technology) advisory firm, [Ovum Ltd.](#) Prior to that, he headed the public policy, public affairs and EU regulatory functions at Europe's first full-service challenger telecoms company, [Mercury Communications Ltd.](#)

Publications, conferences and workshops

Stephen is an experienced public speaker and has spoken at, or chaired, more than 70 conferences. He has also led, or spoken at, over 50 workshops and customer briefings for corporate and public sector clients - in Europe, Africa, the US and throughout the Asia-Pacific region. He has been published in over 60 books and reports, chapters in books and reports, and press and journal articles. Stephen has been director, manager or subject expert on 25 consultancy studies for clients including corporates, governments and regulators.

Qualifications and accreditations

BA Economics, First Class Honours; MA Politics and Government, with Distinction; Diploma, Chartered Institute of Marketing; Post Graduate Certificate, Learning and Teaching in Higher Education. Fellow of the [Higher Education Academy](#); Licentiate of the [Royal Photographic Society](#). Accredited Celebrant, [Humanists UK](#).

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Recent publications and speaking engagements

Young, S. (2017) 'An Introduction to Behavioural Economics' in '[Rethinking Economics: An Introduction to Pluralism](#).' Eds: Catriona Watson, David Uwakwe, J Christopher Proctor & Zach Ward Perkins. London: Routledge.

Young, S. (2017) *Change Minds or Change Behaviour? Can we be Nudged to Healthier Eating?* Workshop for [Brighton & Hove Food Partnership](#), Brighton. February 2017.

Young, S. (2016) *Behavioural Economics, Brexit and Business: Complex Choices and Difficult Decisions*. Workshop for [MDHUB](#), Attenborough Centre, Falmer. October 2016.

2016, Subject expert on behavioural economics for National Social Marketing Centre study on smoking cessation for Brighton and Hove CCG (2016) *Smoking 'Nudge' Project*. Unpublished.

Young, S. (2015) *The Economic Crisis And The Crisis In Economics: Where Does Behavioural Economics Fit?* Sussex University Pluralist Economics Group, Falmer, March 2015.

Young, S. (2015) *The Behavioural Economics of Owning a Car*. Economic Rockstar podcast with Frank Conway. <http://www.economicrockstar.com/stephenyoung>

Young, S. and Caisey, V. (2015) *Behavioural Economics and Social Marketing: Points of Contact?* Chapter 4 in *Volume II: Conceptual, Theoretical and Strategic Dimensions of Social Marketing*. Stewart, D. (Ed) *Handbook of Persuasion and Social Marketing*. NY: Praeger. 2015. <http://www.abc-clio.com/product.aspx?isbn=9781440804045>