

A relevance-oriented rationality and the interpretative function of language and thought: The case of the nudge

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A more complex idea of rationality emerges that is no longer limited to conscious, explicit thought but is able to exploit the intentional implicit level, resulting in the ability to contextualize and to move creatively within the complexity of the reality. The authors recently proposed (Bagassi & Macchi, 2016) a conception of mind bounded by the *qualitative constraint of relevance* at conscious and unconscious levels. The core of this conception is an *interpretative function*, as adaptive characteristic of the human cognitive system. This perspective is supported by evidence from the authors' research on probabilistic reasoning, decision making and insight problem solving. The present contribution focuses on the role of implicit thinking, the relationship between communicative heuristics and thought in the case of the nudge. Tacit knowledge, implicit presuppositions and implications are the necessary background of any kind of communication, and their consideration influences the degree of efficacy of a discourse. According to this perspective, we can consider a nudge or a debiasing policy as communicative acts, that deserve a particular focus on the interpretative dimension elicited by the specific interlocutors and contexts involved.