**Environmental Comfort and Scientific Social Communication: A Nudge Perspective**（環境舒適度與科學社會溝通：一個輕推的視角）

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**Abstract**

The nudge strategy, a foremost approach in behavioral science, has become instrumental in addressing the global challenge of climate change. Drawing upon scholarly research and empirical case studies, this manuscript endeavors to provide an in-depth analysis of the climate nudge paradigm. Additionally, we aim to elucidate certain aspects that the nudge concept may overlook, offering a more critical examination of the nudging perspective.

*Keywords: Nudge theory, Nudge, Climate Nudge, Green Nudge, Behavior Science*