

The Role of Behavioral Economics in Public Policy Design

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Abstract. This article delves into the application of behavioral economics in crafting effective public policies. By analyzing various behavioral interventions, we demonstrate how insights from this field can enhance policy outcomes in areas such as health, education, and environmental conservation. The paper provides a framework for integrating behavioral economics into policy-making processes, emphasizing the importance of evidence-based approaches.

Keywords: Behavioral Economics, Public Policy, Decision Making, Nudging, Evidence-Based Approaches

Introduction

Behavioral economics has gained significant attention as a tool for designing more effective public policies. By understanding how individuals make decisions, policymakers can craft interventions that nudge people towards desirable behaviors. This article explores the role of behavioral economics in public policy design, focusing on its application in sectors like health, education, and environmental conservation. We analyze a range of behavioral interventions and their impact on policy outcomes, highlighting the advantages of incorporating behavioral insights into traditional economic models. The paper also presents a framework for integrating these insights into policy-making processes, underscoring the importance of evidence-based approaches.

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