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Nota di contenuto	Foreword by David Halpern -- Chapter 1: Introduction -- Section 1: Central Teams -- Chapter 2: From innovative to imperative: Evolving the application of behavioral science in the Government of Canada -- Chapter 3: Ten Years of Ireland's Behavioural Research Unit -- Section 2: Line departments -- Chapter 4: Learning by Doing: Designing and Testing Behavioral Interventions to Improve Labor Programs -- Chapter 5: Launching the first federal effort to apply behavioral science to U.S. human services programs -- Chapter 6: Designing for social impact: Behavioral science field studies to improve economic mobility -- Chapter 7: The World's first Government Behavioural Insights Team dedicated to Public Health: Ten Lessons Learned over a Decade of Experience -- Chapter 8: Blending Backgrounds: Building Behavioral Insights at the U.S. IRS -- Section 3: The Global South -- Chapter 9: Reflections from Ideas 42's economic justice team -- Chapter 10: MineduLab, the innovation laboratory for a cost-effective educational

policy in Peru -- Chapter 11: Lessons Learned from Applying Behavioral Science in the Middle East -- Chapter 12: Improving Lives in Latin America and the Caribbean -- Chapter 13: Behavioural Insights in South Africa – a view from the Global South, learning, growing, and evolving -- Chapter 14: Expanding beyond nudge: Experiences applying behavioral science for comprehensive social change -- Section 4: Going Local -- Chapter 15: Doing Behavioural Science in the Eternal City: The Case of R² -- Chapter 16: Nudging United States Local Government to What Works -- Chapter 17: Putting Behavioral Science to Work in The City of Brotherly Love and Sisterly Affection: The Philadelphia Behavioral Science Initiative -- Section 5: Going Meta -- Chapter 18: The evolution of a rigorous multi-disciplinary behavioural team: lessons from financial regulation in the UK -- Chapter 19: eMBeDding Behavioral Sciences in International Development -- Chapter 20: Behavioural and Cultural Insights for better health:the BCI Unit at WHO Regional Office for Europe -- Chapter 21: Embedding Behavioural Science into the work of the United Nations -- Section 6: Outside Government -- Chapter 22: The Megastudy Approach for Changing Behavior at Scale -- Chapter 23: The Busara Center: Letters To Our Past -- Chapter 24: Inside Out: BCG's Path to Applying and Embedding Behavioral Science .

Sommario/riassunto

"This book is essential reading for anyone interested in understanding, joining, or building an institution that applies lessons from behavioral science to public policy." —Katherine L. Milkman, James G. Dinan Professor, Wharton School, The University of Pennsylvania and Co-Director, The Behavior Change for Good Initiative Behavioral science draws on research from across the social and natural sciences, and it has consistently shown that humans are not always rational. This insight has reshaped multiple fields, including economics, political science, and law. Since the early 2000s, the application of behavioral science to public policy has also grown exponentially. Policymakers and practitioners now regularly use behavioral science to rethink how they develop programs and solve social problems. The impact has been far-reaching; behavioral science has transformed how we think about the economy, public health, education, and beyond. In practice, behavioral insights have been used to raise tax revenues, help people access social welfare program benefits and employment opportunities, increase voter turnout, boost medication adherence, and more. There are now hundreds of entities – international organizations, governments, business, and nonprofits – building and investing in internal behavioral science teams. Unfortunately, most of the hard work of putting these teams together and applying behavioral science insights happens "behind the scenes." This book unearths key stories and insights from pioneers in applied behavioral science. Michael Sanders is Professor of Public Policy and Director of the Experimental Government Team in the Policy Institute at King's College London. He was founding Chief Executive of What Works for Children's Social Care and the first Chief Scientist of the Behavioral Insights Team, the world's first "nudge unit." Syon Bhanot is Associate Professor of Economics at Swarthmore College. His research focuses on using experimental methods to test behavioral science ideas in public policy contexts, with a focus on public health, prosocial behavior, and public administration. Shibeal O'Flaherty is a Ph.D. Candidate in Public Policy at King's College London. Her research focuses on applying behavioral science to improve welfare across a range of policy areas, including workplace wellbeing, access to benefits and programs, and sustainability.
