

JSM732

# BEHAVIORAL ECONOMICS FOR PUBLIC AND SOCIAL POLICY

Winter 2022/2023

DO WE MAKE DECISIONS  
RATIONALLY OR  
IRRATIONALLY?

AND HOW DO WE KNOW?

HOW CAN WE USE  
IRRATIONALITY IN  
SOCIAL AND  
PUBLIC  
POLICY?

The course provides answers to these fundamental questions. The aim is to acquaint students with the key principles and concepts of behavioral economics and its theory of nudge, to deepen their knowledge of subjects based on neoclassical economics and illustrate how behavioral economics can help to achieve more effective outcomes.

The course will present current knowledge of behavioral economics and social psychology, with regard to their practical applicability in public policies (health policy, pension policy, environmental policy, savings making, education policy, welfare and happiness economics, etc.) with the subsequent formulation of implications for their implementation in the spirit of so-called "nudges".



Ing.  
**Radek  
KOVÁCS**