

Behavioral Economics II: Lessons from the Field

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Behavioral Economics as a Tool

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- TOOLKIT PHOTO for policy design and implementation

OUTLINE OF APPAM PAPER

- ◉ Describe philosophy
- ◉ Describe case studies

Overview of Talk

- A set of general principles
(from myself and others)
- Examples of research done well
- How can you get started?

- *mention that this talk will be largely interaction, plenty of time for discussion

A set of general principles

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- Define the problem
 - Find key decision points
 - Researchers and practitioners working together

What is the problem?

TOOLKIT PHOTO

BE does not solve problems!

Two things to consider

- Important decision points
 - What is a crucial time?
 - Use tax as example

Examples of research done well

How to get started?