



**Panteia**

Research to Progress

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# **De mens en overheid: gedragbewuste beleidsvorming, behavioural economics**

a conceptual framework

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11 april 2014

**“New” world**



**“Old” world**

## 2. Economics – behavioural economics: the differences

### Old world

- Rational choicemodel
  - Maximal return
  - Use all information
  - Take uncertainty into account
  - Short and long run
  - Stable preferences
- Instruments to influence behaviour:
  - Incentive
  - Speech
  - Penalty

### New world

- Behavioural choicemodel
  - Irrational, unconscious and emotional
  - Behavioural economics, economic and social psychology
  - Neuroscience
  - Evolutional psychology
- Using policy instruments taking into account behavioural mechanisms from the optic of:
  - The individual
  - The social environment
  - The physical environment

## System 1 (automatic - habits)

12  
ABC  
14

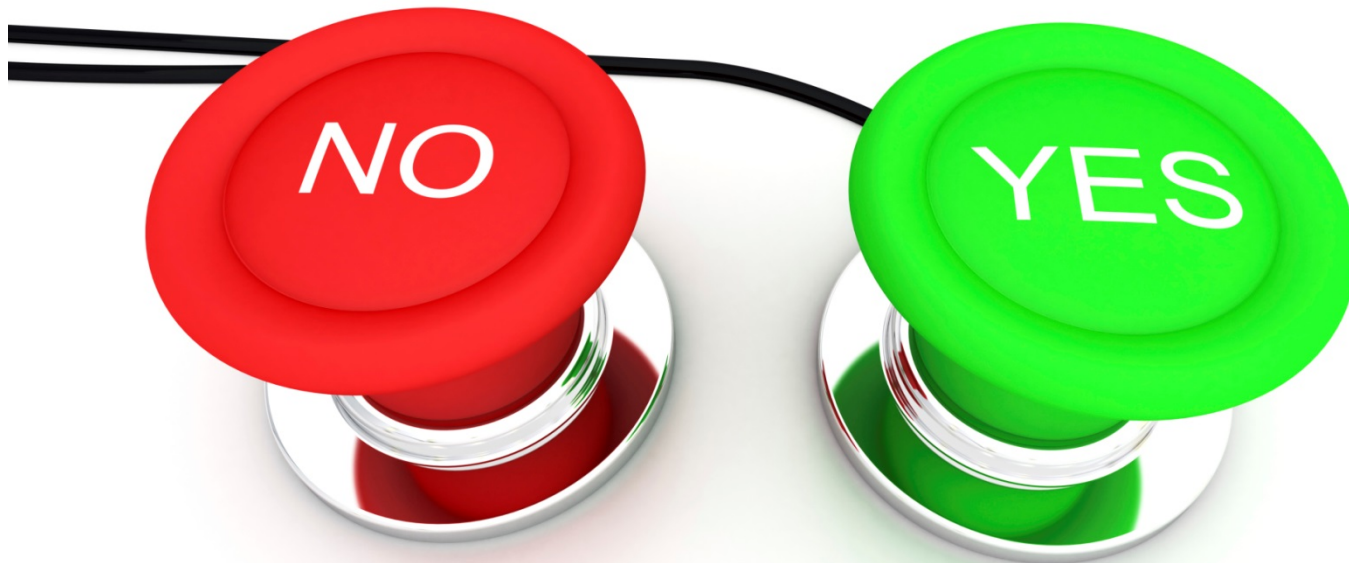
## System 2 (Reflective/deliberate)

Count the number of times you can find the letter F in this text

FINISHED FILES ARE THE RESULT  
OF YEARS OF SCIENTIFIC STUDY  
COMBINED WITH THE  
EXPERIENCE OF YEARS

# 1

## Irrational choices



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1

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3



# Inexplicable from the rational choice model

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# 2

## Social norms



# 90 procent of our guests in this room re –used their towels



Injunctive norms:  
What you should  
do (10  
commandments)

Descriptive  
normen: what  
others do or show

The strength of  
social norms!!!

# 3

## Default option





# Example Default option: organ donation

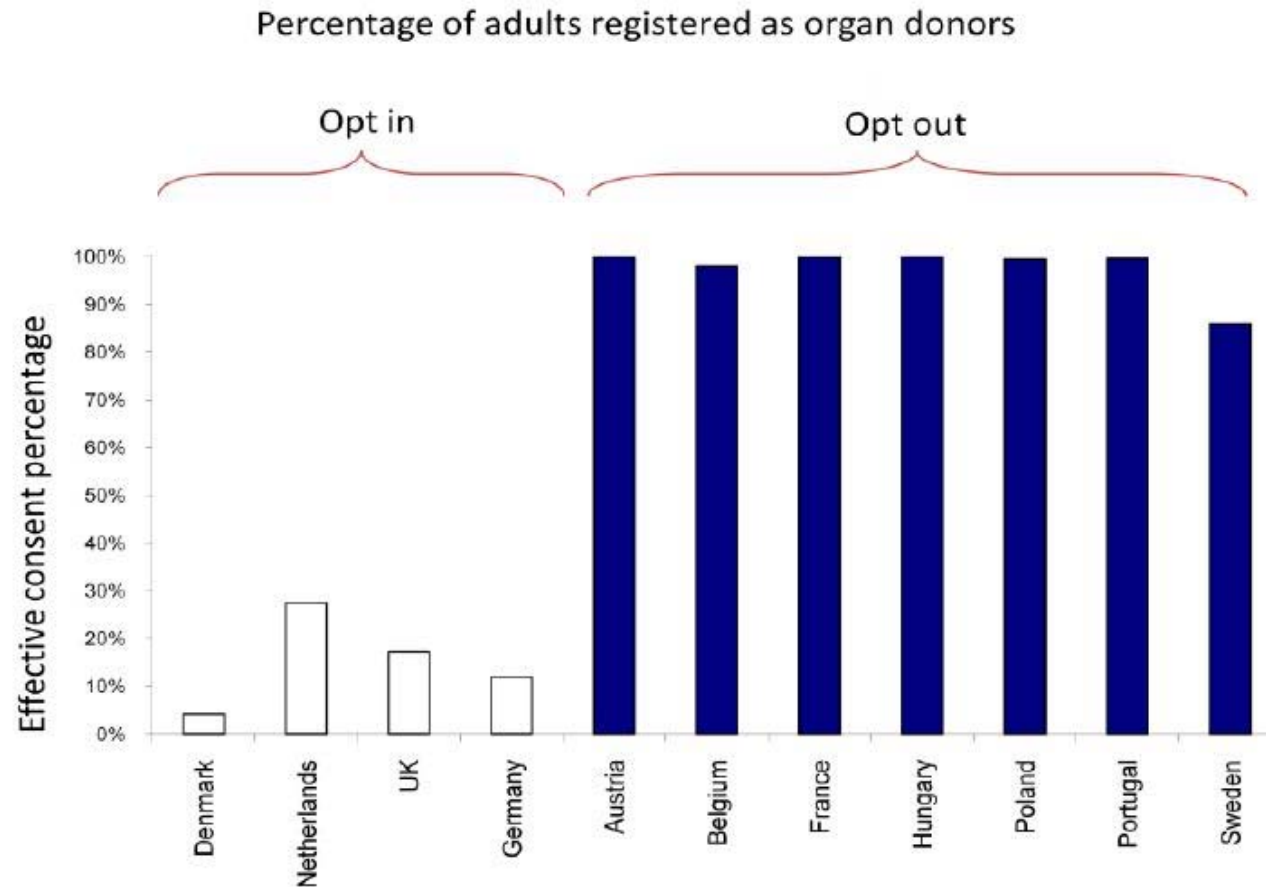
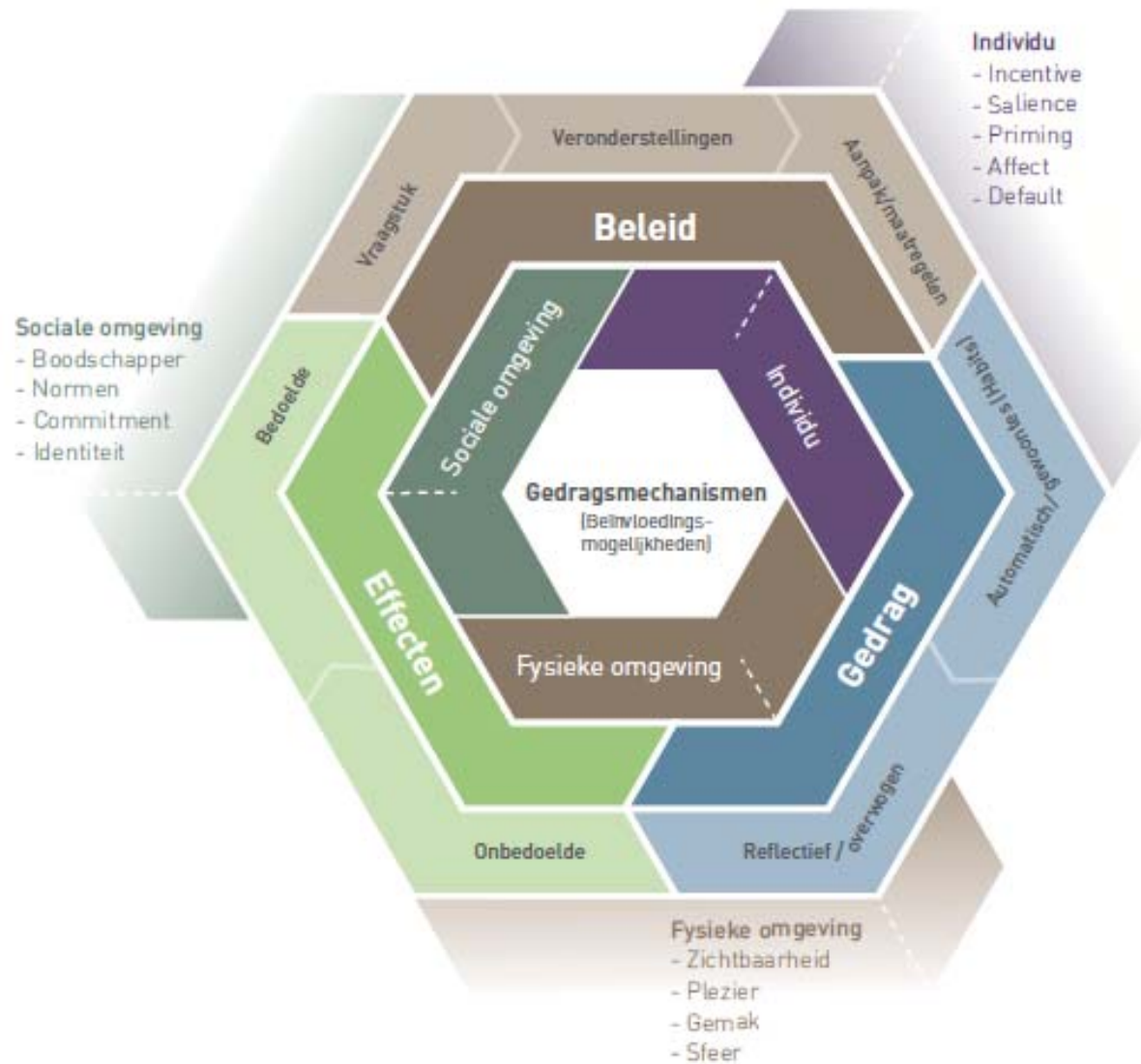


Figure 2: Comparison of organ donation registration in opt-in and opt-out systems<sup>55</sup>



# Discussion

- This subject is now ‘hot’ in the policy area, at a number of ministeries, like IenM, SZW etc
- Panteia has organised a symposium on this topic on March 11th for policymakers, second one on Juni 5th
- Aim is to integrate behavioural mechanisms in policy making on a structural basis, because this will reduce ineffective policy making and will optimise the effects as meant by the policy itself
- How to do this?
- What are necessary conditions?





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