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Behavioural Economics, Nudge and Public Interventions in Daily Life: The Case of Turkey And Recommendations / Davranişsal İktisat, Dürtme ve Günlük Hayatta Kamusal Müdahaleler: Türkiye Örnekleri Ve Tavsiyeler

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ABSTRACT

It is now accepted that the individuals whose mainstream economics considered rationally do not always have rational behaviors which maximize their interests and benefits. The irrational behavior of individuals which affect society can be changed by public interventions. It is difficult to influence the behavior, but it is important for the public to change the behavior of the individuals who create the society. Small interventions that lead people in certain directions, but also allow them to go their own way, are used as an effective tool to encourage individuals to act rationally. In this context, nudge aims to positively influence the behaviors of policy makers by taking into account psychological and environmental factors that affect individuals' decision making. In this respect, governments can ensure that individuals exhibit more rational behaviors in social areas without forcing or making significant changes in economic incentives. In this context, this study will examine people's irrational behaviors affecting the daily life of the communities' and public interventions that can be implemented to correct these behaviors will be discussed for Turkey.

KEYWORDS Behavioral Economics; Public Interventions; Nudges; Case of Turkey

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