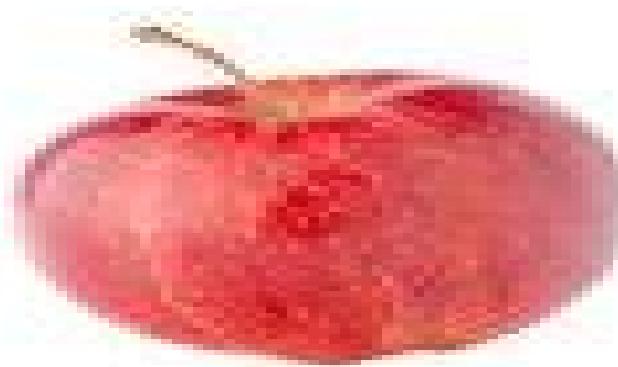
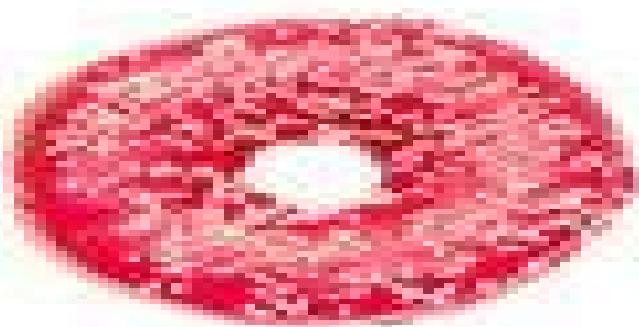


BEHAVIORAL ECONOMICS & PUBLIC HEALTH

Edited by

CHRISTINA ALMOSQUITO & CHIHO KAWACHI



Behavioral Economics And Public Health

Oana Maria Blaga

Behavioral Economics And Public Health:

Behavioral Economics and Public Health Christina A. Roberto, Ichiro Kawachi, 2015-09-01 Behavioral economics has potential to offer novel solutions to some of today's most pressing public health problems. How do we persuade people to eat healthy and lose weight? How can health professionals communicate health risks in a way that is heeded? How can food labeling be modified to inform healthy food choices? **Behavioral Economics and Public Health** is the first book to apply the groundbreaking insights of behavioral economics to the persisting problems of health behaviors and behavior change. In addition to providing a primer on the behavioral economics principles that are most relevant to public health, this book offers details on how these principles can be employed to mitigating the world's greatest health threats including obesity, smoking, risky sexual behavior and excessive drinking. With contributions from an international team of scholars from psychology, economics, marketing, public health and medicine, this book is a trailblazing new approach to the most difficult and important problems of our time.

Behavioral Economics and Healthy Behaviors Yaniv Hanoch, Andrew Barnes, Thomas Rice, 2017-05-18 The field of behavioural economics can tell us a great deal about cognitive bias and unconscious decision making, challenging the orthodox economic model whereby consumers make rational and informed choices. But it is in the arena of health that it perhaps offers individuals and governments the most value. In this important new book, the most pernicious health issues we face today are examined through a behavioral economic lens. It provides an essential and timely overview of how this growing field of study can reframe and offer solutions to some of the biggest health issues of our age. The book opens with an overview of the core theoretical concepts, after which each chapter assesses how behavioral economic research and practice can inform public policy across a range of health issues. Including chapters on tobacco, alcohol and drug use, physical activity, dietary intake, cancer screening and sexual health, the book integrates the key insights from the field to both developed and developing nations. Also asking important ethical questions around paternalism and informed choice, this book will be essential reading for students and researchers across psychology, economics and business, and management, as well as public health professionals, wishing for a concise overview of the role behavioral economics can potentially play in allowing people to live healthier lives.

Psychology and Behavioral Economics Kai Ruggeri, 2021-09-21 Psychology and Behavioral Economics offers an expert introduction to how psychology can be applied to a range of public policy areas. It examines the impact of psychological research for public policymaking in economic, financial and consumer sectors, in education, healthcare and the workplace, for energy and the environment, and in communications. Your energy bills show you how much you use compared to the average household in your area. Your doctor sends you a text message reminder when your appointment is coming up. Your bank gives you three choices for how much to pay off on your credit card each month. Wherever you look, there has been a rapid increase in the importance we place on understanding real human behaviors in everyday decisions, and these behavioral insights are now regularly used to influence everything from

how companies recruit employees through to large scale public policy and government regulation. But what is the actual evidence behind these tactics and how did psychology become such a major player in economics? Answering these questions and more this team of authors working across both academia and government present this fully revised and updated reworking of Behavioral Insights for Public Policy. This update covers everything from how policy was historically developed to major research in human behavior and social psychology to key moments that brought behavioral sciences to the forefront of public policy. Featuring over 100 empirical examples of how behavioral insights are being used to address some of the most critical challenges faced globally the book covers key topics such as evidence based policy a brief history of behavioral and decision sciences behavioral economics and policy evaluation all illustrated throughout with lively case studies. Including end of chapter questions a glossary and key concept boxes to aid retention as well as a new chapter revealing the work of the Canadian government's behavioral insights unit this is the perfect textbook for students of psychology economics public health education and organizational sciences as well as public policy professionals looking for fresh insight into the underlying theory and practical applications in a range of public policy areas

The Economics of Public Health

Heather Brown, 2018-04-12 Non-communicable diseases have surpassed infectious diseases as the leading cause of morbidity and mortality in developed countries. Prevention and treatment of the causes and consequences of lifestyle related diseases forms an important part of health policy in the twenty first century. Public health economics from quantifying the problem to evaluating interventions and developing toolkits to assist decision makers is an essential area for any postgraduate student and researcher with an interest in applied economics to understand. There are a wide range of techniques from mainstream economics and health economics that can be applied to the evaluation of public health policy and public health issues. In this book Brown presents examples from developed countries to illustrate how economic tools can be applied to public health. Further cross country comparisons illustrate how contextual factors related to healthcare systems demographics and environmental factors may impact on outcomes and the cost effectiveness of public health policies in order to aid understanding and help students apply theory into practice

Irrationality in Health Care

Douglas E Hough, 2023-05-25 A look at the American health care system through analysis of consumer and provider behavior. The health care industry in the US is peculiar. We spend close to 18% of our GDP on health care yet other countries get better results and we don't know why. To date we still lack widely accepted answers to simple questions such as Would requiring everyone to buy health insurance make us better off? Drawing on behavioral economics as an alternative to the standard tools of health economics author Douglas E Hough seeks to diagnose the ills of health care today more clearly. A behavioral perspective makes sense of key contradictions from the seemingly irrational choices that we sometimes make as patients to the incongruous behavior of physicians to the morass of the long lived debate surrounding reform. With the new health care law in effect it is more important than ever that consumers health care industry leaders and the policymakers who are governing change reckon

with the power and sources of our behavior when it comes to health Praise for Irrationality in Health Care Hough does an extraordinary job of distilling the literature and providing key insights to help us understand how health care consumers and providers really behave and how government can formulate better policy A must read for anyone interested in the burgeoning field of behavioral economics and age old questions in health care Thomas Rice Distinguished Professor UCLA Fielding School of Public Health Hough explains and applies the emerging field of behavioral economics to patient and physician decision making providing a rationale for seemingly irrational behavior and its particular usefulness for designing health policies Paul J Feldstein University of California Irvine Balancing rigor and policy relevance Hough shows the application of behavioral economics to health policy in a most compelling way I liked this book so much I wish I had written it Richard Scheffler University of California Berkeley **Nudging Health** I. Glenn Cohen, Holly Fernandez Lynch, Christopher T. Robertson, 2016-12 Zamzow Richard J Zeckhauser Jon S Vernick Johns Hopkins Bloomberg School of Public Health coeditor of Reducing Gun Violence in America Informing Policy with Evidence and Analysis Springer Journal *Behavioural Public Policy* Adam Oliver, 2013-10-24 In this accessible collection leading academic economists psychologists and philosophers apply behavioural economic findings to practical policy concerns **The Routledge Handbook of the Political Economy of Health and Healthcare** David Primrose, Rodney D. Loeppky, Robin Chang, 2024-02-28 This handbook provides a comprehensive and critical overview of the gamut of contemporary issues around health and healthcare from a political economy perspective Its contributions present a unique challenge to prevailing economic accounts of health and healthcare which narrowly focus on individual behaviour and market processes Instead the capacity of the human body to reach its full potential and the ability of society to prevent disease and cure illness are demonstrated to be shaped by a broader array of political economic processes The material conditions in which societies produce distribute exchange consume and reproduce and the operation of power relations therein influence all elements of human health from food consumption and workplace safety to inequality healthcare and housing and even the biophysical conditions in which humans live This volume explores these concerns across five sections First it introduces and critically engages with a variety of established and cutting edge theoretical perspectives in political economy to conceptualise health and healthcare from neoclassical and behavioural economics to Marxist and feminist approaches The next two sections extend these insights to evaluate the neoliberalisation of health and healthcare over the past 40 years highlighting their individualisation and commodification by the capitalist state and powerful corporations The fourth section examines the diverse manifestation of these dynamics across a range of geographical contexts The volume concludes with a section devoted to outlining more progressive health and healthcare arrangements which transcend the limitations of both neoliberalism and capitalism This volume will be an indispensable reference work for students and scholars of political economy health policy and politics health economics health geography the sociology of health and other health related disciplines Chapters 1-8 of this book is

freely available as a downloadable Open Access PDF at <http://www.taylorfrancis.com> under a Creative Commons CC BY NC ND 4.0 license **Developing Public Health Policies** Oana Maria Blaga, 2018

Behavioral Economics and Neuroeconomics of Health and Healthcare Reddy, K. Jayasankara, 2024-09-13 Given the stress of interacting with healthcare systems be it a result of fear expense or confusion individuals may make decisions that are not in their best interest There exists an intricate interplay between behavioral economics neuro economics health and healthcare Until recently an examination of these interconnected factors has been nonexistent even though understanding them is vital for proper healthcare administration and top level patient care Behavioral Economics and Neuroeconomics of Health and Healthcare explores the underlying psychological and neurological factors that influence individual choices related to health and healthcare Drawing from a rich pool of research the book provides a comprehensive understanding of how cognitive biases emotional factors and social influences contribute to health related decisions and outcomes Not only does the book detail these psychological and neurological drivers of behavior but it features effective interventions to improve health outcomes and offer practical implications for healthcare practitioners and policymakers

Behavioral Economics and Its Applications Peter Diamond, Hannu Vartiainen, 2012-01-12 In the last decade behavioral economics borrowing from psychology and sociology to explain decisions inconsistent with traditional economics has revolutionized the way economists view the world But despite this general success behavioral thinking has fundamentally transformed only one field of applied economics finance Peter Diamond and Hannu Vartiainen's Behavioral Economics and Its Applications argues that behavioral economics can have a similar impact in other fields of economics In this volume some of the world's leading thinkers in behavioral economics and general economic theory make the case for a much greater use of behavioral ideas in six fields where these ideas have already proved useful but have not yet been fully incorporated public economics development law and economics health wage determination and organizational economics The result is an attempt to set the agenda of an important development in economics an agenda that will interest policymakers sociologists and psychologists as well as economists Contributors include Ian Ayres B Douglas Bernheim Truman F Bewley Colin F Camerer Anne Case Michael D Cohen Peter Diamond Christoph Engel Richard G Frank Jacob Glazer Seppo Honkapohja Christine Jolls Botond Koszegi Ulrike Malmendier Sendhil Mullainathan Antonio Rangel Emmanuel Saez Eldar Shafir Sir Nicholas Stern Jean Tirole Hannu Vartiainen and Timothy D Wilson

Choice, Behavioral Economics, and Addiction Rudolph Eugene Vuchinich, Nick Heather, 2003-11-13 Choice Behavioural Economics and Addiction is about the theory data and applied implications of choice based models of substance use and addiction The distinction between substance use and addiction is important because many individuals use substances but are not also addicted to them The behavioural economic perspective has made contributions to the analysis of both of these phenomena and while the major focus of the book is on theories of addiction it is necessary also to consider the behavioural economic account of substance use in order to place the theories in their proper

context and provide full coverage of the contribution of behavioural economics to this field of study. The book discusses the four major theories of addiction that have been developed in the area of economic science behavioural economics. They are hyperbolic discounting, melioration, relative addiction, rational addiction. The main objective of the book is to popularise these ideas among addiction researchers, academics and practitioners. The specific aims are to articulate the shared and distinctive elements of these four theories to present and discuss the latest empirical work on substance abuse and addiction that is being conducted in this area and to articulate a range of applied implications of this body of work for clinical, public health and public policy initiatives. The book is based on an invitation only conference entitled Choice Behavioural Economics and Addiction Theory: Evidence and Applications held at the University of Alabama at Birmingham March 30 April 1 2001. The conference was attended by prominent scientists and scholars representing a range of disciplines concerned with theories of addiction and their consequences for policy and practice. The papers in the book are based on the papers given at the above conference together with commentaries by distinguished experts and in many cases replies to these comments by the presenters.

Behavioral Insights for Public Policy Kai Ruggeri, 2018-09-03

The first decades of the twenty first century have offered a remarkable shift in how policies are made as well as who designs them. Until this period local, regional and national policy advisors largely comprised economists, lawyers and financial experts. But in an era when behavioral scientists are increasingly being asked to demonstrate the impact of their research, many are playing a much greater role in policy making across a range of sectors as a result. Written by a team of authors working across both academia and government, *Behavioral Insights for Public Policy* is the first textbook to fully examine how psychology can be applied to a range of public policy areas. It addresses a wide variety of topics from the origins of policy as well as major findings from behavioral economics and nudge theory to large scale applications of behavioral insights. The compilation is the first of its kind to broadly cover the underlying theory, history, major empirical examples and practical applications to policy of nudges or behavioral insights for teaching and study in higher education. Featuring over 100 empirical examples of how behavioral insights are being used to address some of the most critical challenges faced globally, the book also includes a unique chapter from an organization actively implementing behavioral insights in policies along with various government institutions. Also featuring case studies looking at key policy issues, learning outcomes, a glossary of key terms and an accompanying website, this important book will be essential reading for any student of applied psychology. It has also been produced for others interested in the topic from social, political and economic sciences as well as those in government looking for an overview of the key issues.

Behavioural Incentive Design for Health Policy Joan Costa-Font, Tony Hockley, Caroline Rudisill, 2023-06-01

Behavioural economics has become a popular way of tackling a broad range of issues in public policy. By presenting a more descriptive and possibly accurate representation of human behaviour than traditional economics, Behavioural Incentive Design for Health Policy tries to make sense of decisions that follow a wider conception of welfare influenced by social norms.

and narratives pro social motivations and choice architectures which were generally neglected by standard economics The authors show how this model can be applied to tackle a wide range of issues in public health including smoking the obesity crisis exercise uptake alcoholism preventive screenings and attitudes towards vaccinations It shows not only how behavioural economics allows us to better understand such challenges but also how it can design effective incentives for addressing them This book is an extensive reassessment of the interaction between behavioural incentives and health **Addiction** Shahram Heshmat,2015-05-22 *Addiction A Behavioral Economic Perspective* focuses on the behavioral economics of addiction to explain why someone decides and act against her own well being It answers the questions of what accounts for self defeating behavior patterns and how do we best motivate individuals to act according with their long term goals A better understanding of decision processes will lead to an improved knowledge of why people engage in self destructive behaviors and better policy interventions in areas of addiction and obesity The approach also promises to be valuable as a framework for understanding decisions for an addict s professional and business life This book will be of particular use to clinicians students and researchers in the fields of addiction public health and behavior therapy *Handbook of Behavioural*

Economics and Smart Decision-Making Morris Altman,2017-05-26 This Handbook is a unique and original contribution of over thirty chapters on behavioural economics examining and addressing an important stream of research where the starting assumption is that decision makers are for the most part relatively smart or rational This particular approach is in contrast to a theme running through much contemporary work where individuals behaviour is deemed irrational biased and error prone often due to how people are hardwired In the smart people approach where errors or biases occur and when social dilemmas arise more often than not improving the decision making environment can repair these problems without hijacking or manipulating the preferences of decision makers This book covers a wide range of themes from micro to macro including various sub disciplines within economics such as economic psychology heuristics fast and slow thinking neuroeconomics experiments the capabilities approach institutional economics methodology nudging ethics and public policy **Behavioral**

Economics and Bioethics Li Way Lee,2018-04-11 This book takes readers on a journey through the wide universe of bioethics raising the following question what is the proper attitude towards health life and death from the perspective of contemporary behavioral economics Drawing on fields as diverse as economics ethics ecology biology and philosophy this book seeks to uncover the bioethics we accomplish not the moral principles that we advocate This book covers life and death issues arranged around five themes selves persons populations species and Future Earth Ultimately the author illustrates two kinds of justice static and dynamic Static justice prevails whenever parties are free to bargain with each other while dynamic justice follows from parties interactions over time An examination into these types of justice reveals one particularly striking phenomenon attempts by others to tip the balance of justice have a tendency to backfire Of primary interest to behavioral economists this book will also appeal to scholars studying bioethics ecology medicine and philosophy as well as all people

dealing with issues of health dying and death

Behavioral Economics in Healthcare Ahmet Yildirim,2024-11-25

Examining the roots of decisional errors stemming from biases shortcuts and reliance on incentives Y ld r m offers a deeper understanding of the influences on modern healthcare decisions and provides an avenue to guide the design of a more effective healthcare system which fosters improved mutual understanding among stakeholders

Essentials of Health Care Marketing Eric N. Berkowitz,2021-03-29 The Meaning of Marketing Marketing Strategy The Environment of Marketing Strategy Buyer Behavior Marketing Research Market Segmentation Developing Customer Loyalty Marketing in the Digital Age Product Strategy Prices Distribution Promotion Advertising Sales and Sales Management Controlling and Monitoring Ethical Considerations in Marketing

The Economics of Health and Health Care Sherman Folland,Allen C.

Goodman,Miron Stano,Shooshan Danagoulian,2024-01-31 The Economics of Health and Health Care is the market leading health economics textbook providing comprehensive coverage of all the key topics and balancing economic theory empirical evidence and public policy The ninth edition offers updated material throughout including two new chapters Disparities in Health and Health Care Chapter 7 examines issues of race ethnicity income gender and geography with respect to health care access health inputs and health outcomes Pandemic Economics Chapter 9 introduces a new and simplified economic treatment of epidemics and pandemics within the context of COVID 19 We also include applications from the growing literature on digital medicine The book further highlights the impacts of the Affordable Care Act ACA and updates its path breaking comparative analyses across countries to focus on the differences in access and costs The book continues to provide a clear step by step understanding of health economics making economic principles accessible to students supported by boxed examples figures and tables Each chapter contains concise summaries discussion questions and quantitative exercises to promote student learning There is also a glossary of key terms and an extensive reference list Instructors are supported by a range of digital supplements It is the perfect textbook for students and practitioners taking undergraduate and postgraduate courses in health economics health policy and public health

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