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Nudging regulators: una spinta gentile verso una regolazione più efficace

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Abstract | Since the first behavioral economics studies started questioning the inherent rationale of the homo economicus model, governments all around the world are increasingly adopting a more realistic view of human behavior to design, enhance and reassess their policies and services. However, elected and unelected officials seem to be influenced by the same heuristics and biases that they try to address in others. Thus, more attention should be given to the regulatory choice architecture, as to counter cognitive biases in regulators and lead to a more effective public action.