



African Leadership Excellence Academy

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**Center for Behavioral Science in Public
Policy implementation**

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1. Introduction

Presently, African Leadership Excellence Academy (AFLEX) pointed out critical issues that constrained and negatively affecting in achieving its mission of being excellent in leadership development. Some of the outstanding challenges are:

- ❖ Lack of a long-term and comprehensive road-map
- ❖ Lack of a complete leadership development program
- ❖ AFLEX does not clearly indicate how it will be built as a continental institution that works for Africa.
- ❖ AFLEX does not reach the level of creativity
- ❖ The fact that AFLEX has not properly identified the ways to reach the public
- ❖ The space for AFLEX to work closely with the ruling party.
- ❖ AFLEX's infrastructure is not built in the same way as its name suggests.
- ❖ The standards of the current classrooms are not suitable for an international conference, symposium, or seminar center.
- ❖ Absence of centers to generate and disseminate ideas .
- ❖ Absence of an institutional reward and promotion system integrated with the leadership development program of AFLEX
- ❖ Lack of qualified personnel to run AFLEX's Leadership Development Program

Owing to the problems mentioned above and to achieve its mission and vision, AFLEX has designed to provide one program and three schools. These are:

- ❖ School of African Studies, with a special emphasis on MA in Africa Studies;
- ❖ African School of Public Affairs, with a special emphasis on Master of Public Policy (MPP); Master of Public Affairs (MPA); and Master of International Development Policy (MIDP);
- ❖ School of Future Studies, with a special emphasis on Masters of Future Studies
- ❖ African Leadership Development Programs (ALDP), with a special emphasis on General and Specialized Leadership Development Programs

To be able to run the programs effectively and efficiently, AFLEX has crafted 13 projects: Africanizing AFLEX; Building idea generation and dissemination; AFLEX Publishing; Discussion, Debate, and Media Reform; Political School Establishment; Strategic Partnership and Cooperation Strengthening; Equipping AFLEX with infrastructure suitable for its mission; Sululta as Davos; Leadership Development Assessment, Certificate, and Award; Manpower, Wages, and Benefits Framework; Modernizing Services; and Resource Mobilization. Besides, AFLEX has initiated seven centers. These centers include the Center for Institution Building and Economic Transformation; the Center for Medemer and African Integration; the Center for Behavioral Science in Public Policy Implementation; the Center for Asia, Middle East, and African Affairs; the Center for Political Culture Transformation; the Center for Work Culture Transformation; and the Center for Grand Strategy and National Interest Security.

2: The importance of establishing a center

The aim of establishing a center is to address the most pressing challenges and address the community. It contributes to changing the existing needs of society. Promoting ongoing experiential learning, deploying innovative research, facilitating academic debate and fundraising.

Goals or Objectives: Clarity or differentiation of goals is fundamental to institution building. The goals must be considered important and take into account the importance of the organization to the expectations of society both inside and outside the organization. When the goals are seen as challenging and interesting, they are widely accepted by the members of the organization and the activities of the members are focused on these goals and the building of institutions is possible. Higher goals such as commitment, loyalty, and patriotism among workers generally facilitate institution building.

A second variable that contributes to institutional building is "people": the selection of people for positions in the organization must be based on the right situation between the individual and the work. Two aspects are important in this context. Functional maturity and psychological maturity. Functional maturity refers to the extent to which the role has the necessary job knowledge and skills required for the job.

Psychological maturity refers to enthusiasm and enthusiasm for work, commitment to the work and the organization, self-confidence to perform tasks and responsibility for the work. In the end, it is the people who make the institution. Develop mutual trust, create team spirit and create positive interactions within the institution building. Trust is an important dimension of effective interpersonal relationships and it is often said that trust breeds more trust. Organizations should provide opportunities for growth and development to those who are qualified and have the potential for growth and development. Otherwise, institutional development is at risk.

The third variable of importance is organizational structure and design. An organization is essentially a system of input, process, and output subsystems. Manpower, money, raw materials and machinery form the inputs. The process aspect deals with the best use of these inputs to produce specific outputs. The result may be services produced or provided that meet the needs and interests of society. Organizational design and structure is the basic frame work through which formal relationships within and between various sub-systems (departments) take place.

The structure affects the extent to which different resources can be used properly. The ability to adapt to changes and demands arising from the external environment, the relationship between the work culture that is created and maintained within the institution, and the relationship with systems outside the institution. Too rigid a structure stifles individual autonomy, the organization's ability to innovate and meet changing needs. At the same time, a very loose structure leads to the sub-optimization of resources, lack of proper direction and work culture. In such an environment, organizations can soon disappear. The structure should not be static, but flexible and should have the necessary mechanisms to develop and stabilize appropriate traditions and work culture, as well as to establish linkages with the customers and major customer systems. Must be able to provide leadership role to similar organizations. Such a structure forms the basis for institution building.

A fourth dimension that enhances institution building is organizational culture. Organizations should strive to create greater cooperation among members. This can be achieved by better integration of the department's activities and by developing the sameness of thinking among the members. Commonality in the goals of the organization and its employees, and the recognition

and understanding of the symbiotic relationship between one employee and another, or one department and another, leads to better accommodation and cooperation.

Methods of creating a balance between the autonomy of individual members and coordination for common goals help in institution building. In its relationship with an external organization, the institution must seek cooperative relationships while maintaining its own identity. The fifth factor that contributes to institution building is leadership at the top level.

The leadership style should be a combination of 'constructive' and 'executive' roles. A developer trusts his subordinates, gives them opportunities to take on responsibilities, motivates them to achieve high levels of performance, and creates a creative work environment. He/she is supportive in his/her relationship with others and provides opportunities for subordinates to develop, self-direct and self-discipline. An executive as a team builder motivates the participation of his members and thereby ensures their commitment to organizational goals, develops loyalty among subordinates and also creates a deep sense of self-respect, resolves conflicts strategically and creatively.

A leader should devote his full attention and time to institution building and take pride in the development of his people. He should establish effective relations with external organizations and develop the image of the institution as a competent body to meet the needs of the society. It needs to prepare the organization to effectively meet the changing needs and demands. At the same time, he does not like his position, but is willing to develop others to step in when needed.

The ability to establish effective and functional relationships with the external environment is essential for institution building. Such a relationship helps to understand the needs and demands of the external subsystem such as customers, clients, suppliers, other organizations, etc., for which the institution must finally meet in order to carve out a niche for itself in the environment. Ties: Ties to organizations or social groups that can control the allocation of resources and power (for example, to the government) that the organization wants to operate. Functional linkages with external subsystems that provide inputs to the organization and use the outputs of the organization's products or services (eg, suppliers, customers, or customer groups). Linkages with

other institutions of a similar nature for possible collaborative relationships (eg sister institutions). Corresponding connections, depending on situational needs, may be useful or necessary at certain times with certain other subsystems.

3. About Public Policy

3.1 Overview

Public policy is a relatively recent science which focuses on what government decides, why, and to what end they decide. The PP for Master's program study helps to students the policy design, implementation and, evaluation. These activities require informed policy conceptualization, skills, and change of attitudes at all levels to successfully implement public policies within desired quality standards.

Professionals in the field of Public Policy have a hand in shaping policies that affect people in their everyday lives. Policymakers serve as advocates and spokespersons for the communities in which they serve. They create and enforce the policies meant to protect public health, safety, education, transportation and facilities.

However, policy challenges are becoming more complex every day and public leaders need to be able to use expertise from different specialist fields to find innovative solution, For this reason the curriculum integrates insights and approaches from a diverse range of academic disciplines and also includes modules delivered by leading policy practitioners.

3.2 Principles of Public Policy

- ❖ Public policy is intentional. Resources allocated to public policies have to result in solving public problems and bring about real changes in their overall life styles. Hence, public policy reconciles conflicting ideas on scarce resources. Parties have to come to some level of compromise in order that there would not appear policy gridlock or policy stalemates as a result of failing to settle differences
- ❖ Policy, preferably policymaking, entails participatory approach mainly to the best interest of the public. This is not new for today's pluralist societies to get the best out of

public policies. The dire need for a policy to be participatory is this: “policymaking is a highly information-intensive process; those with information may expect to play an important role in it” (Howlett & Marsh 2003). Scholars argue to the extent that for effective policymaking, attracting opponents helps politicians to obtain indispensable information from some interest groups for performing their tasks or decisions.

- ❖ Public policy is both short-and long-term and an on-going government activity. **Sound policy requires that we consider long-run effects.**
- ❖ Policy does not always achieve its intended objectives or goals; sometimes unintended consequences take place. Such unintended policy outcomes are ascribed to unclear goals, inability to map out implementing strategies and unambiguous criteria for policy success or failure.
- ❖ Public policy influences (affects) citizens though the magnitude differs. This, therefore, entails the need for effective popular participation.

3.3 Contexts of Public policy

Public policy decisions are not made in a vacuum; they are made within a nation’s social, economic, political and cultural contexts. These contexts influence the depth and breadth of public policies. Most of all, the prevailing political values and its concomitant public reactions are major determining factors for the shape of a given public policy to be in place. Following are some of the prominent contexts or situations that greatly influence public policy formulations and their goals and objectives.

Social context: Social contexts affect policies in myriad of ways. For instance, issues such as diversity, urbanization, inner city crime rates, and immigration influence the type and scope of a public policy. As social conditions are dynamic in nature, each stage of change re-quires corresponding policy changes or adjustments. Similarly, population changes, immigration, growth in non-traditional households, and lower or higher birth rates all affect the contents of public policy and their implementation. These may affect the in-tended policy objectives to be attained. Public policymakers in this part of the world face challenges as to how to ensure the system’s solvency (sufficiency) as greater number of people begin to draw benefits.

Economic context: Economic policy deals with most of the frequented issues such as economic growth, inflation, unemployment and the role of government. The economy of a nation also affects the development policies and programs of many societies. For instance, strong(developed) economies are believed to reduce/lower/ unemployment and social welfare provisions and comparable assistance programs.

Political context: Scholars in the field of public policy hold that it is impossible to understand public policy without considering the prevailing political climate which affects policy choices at every step. In politics, what is at stake is the role of government in all of the social domains. These are the views and positions of parties on the role of government's role and legitimacy to intervene or influence the conduct of public programs and activities. In other words, whether a policy is acceptable or not at a given point in time is a matter of politics. While the bureaucracy (policy implementers) derives their legitimacy from the political institution in power, politicians in turn claim their authority rested on the approval of their policies by their electorates.

Cultural context: This context is much of the political culture in a country. A political culture refers to the widely held values, beliefs, and attitudes, such as trust and confidence in government and the political process, or lack of it. Deeply held cultural attitudes towards or against a given issue/problem (e.g. abortion, women's rights, family planning, etc) affect the content and effectiveness of public policy. Personal or group cultural views and positions affect the role and dimension of public policies unless such dividing lines are postponed and consensus is reached on mutual and overriding matters.

4: Why studying Public Policy

Public policies are not ad-hoc undertakings; they are goal-oriented and are intended to solve public problems or improve their life styles. Consequently, there are always demanding reasons or rationales to make and study public policies. In its wider perspective, the rationales are categorized as theoretical/professional and political. The theoretical underpinnings on public policy help citizens in their conscious political participation. Thus, individuals, ordinary citizens,

interest groups, constituents, etc need the knowledge and skills of public policy to make their own choices.

4.1 Contemporary Issues in Public Policy

Public policy entails government plan and guiding strategy at addressing a social problem. It provides intervention, services and public works, and the framework citizens' responsibility to the state on specified issues. Public policies are varied, and they cover diverse sectors of national and international engagements (Mead, 2013).

Contemporary public policy has its roots in the enlightenment period, which theoretically deconstructed the notions of the transcended all-knowing benevolent monarch and advanced the consciousness of government (state) and citizenship in social contract (Schmidt, 2014). The nexus between a responsible government and citizenship well-being justifies public policy as a government intervention for human and nation development.

Public policy science ultimately aims to achieve objective and clear-cut procedures in the formulation and implementation of policy. Yet, policy may be influenced by local and global contexts irrespective of its reliance on the empirical approach.

4.2 The Focus of Public Policy

That public policy is the job of government is a popular assertion. Yet, the locus and focus of public policy is changing continually. Public policy is no longer the exclusive preserve of elected officials and civil servants. The public has some roles to play in successful conceptualization, design and implementation of public policy. Furthermore, public policy is impacted by the growing complexity and scale of government, the interface of politics and the public, public-private partnerships, citizenship engagement and contributions, changes in systems of government and the structures of governance, among other issues (Calleja et al., 2015).

Issues and Public Policies: Societies change, and the changes bring about new challenges which must be resolved through appropriate policies (Akanle and Adesina 2018). New dynamics exist in policy issues which must be considered. A policy made some decades ago might no longer be as

relevant and would need to be reformed for it to address new social issues. The Masters Program of Public Policy to be offered by AFLEX, therefore, should consider the contemporary issues in Africa regarding various aspects of society, health, security, governance, economy, natural resources, environment and vulnerability.

Health Issues and Public Policy in Africa: The state of health, which is about well-being, of nations is paramount to national growth and development. A good and functioning healthcare system is key to national development. A characteristic of developed countries is well-planned healthcare system as a parallel of poorly structured healthcare system and high disease burden of Africa. Africa as a continent has been tagged as the developing world because of high disease burden. As a developing continent also experiencing industrialization, non-communicable diseases have also been on the rise. African governments have made policy statements and designed frameworks to improve their various healthcare systems. Some of these policies are made jointly while others are specific to every country.

The state of health has not been a priority to most African governments (Akanle et al., 2021). This is revealed in the annual allocation for health expenditure in many African countries' budgets where significantly low percentages are allocated to health. The global world has been very concerned about the health sector of Africa.

Africa generally underperforms and lags the rest of the world in terms of health provision. The most important reason for this underperformance is the way the continent funds its healthcare system (Akanle et al. 2021), and this account for the high volume of health travels out of the country and massive brain drain from the continent's health sector. Over-reliance on international aids and donor funding have been the major way Africa funds its health system. Apart from these external aids, the other means of healthcare financing is the out-of-pocket payments by individual patient on a very impoverished continent. This means healthcare would not be provided to those who cannot afford it, which is a very large percentage of the people. Health problems are worse where resources are unavailable (Akanle et al., 2021).

Economic Issues and Public Policy: Economic policies sometimes drive Africa to poverty and underdevelopment. Governments in Africa appear not to recognize, or care about, the enormity of the problems associated with economic policies on the continent. Many problems on the continent can be directly or indirectly traced to poor economic policies (Akanle & Adesina, 2018). Unfortunately, globalization seems to aggravate consequences of Africa's poor economic policies.

Poor governance, weak economic policies and corruption are major factors driving unsustainable debt practices and negative economic performance in Africa. Borrowed funds are regularly diverted for personal purposes and economic policies. Some policies that have performed well in other places are sometimes intentionally poorly implemented for primordial and counterproductive pecuniary reasons by very corrupt politicians and officials. Africa must prioritize strong economic policies in terms of formulation and implementation going into the future if the continent will ever go out of debt, lift people out of poverty and grow. Current economic policy architecture of Africa is not sustainable and cannot drive sustainable growth. Africa's new economic directions must factor in fiscal consideration plans, economic diversification, inclusive tax nets, better managed revenues, enhanced debt management capacity, effective policy management and conducive private investment operating environment.

Unemployment is a major marker of Africa's economic sector and the unemployment situation in Africa has not shown any sign of abating since it began in the 1980s with Structural Adjustment Programme (SAP). The economic sector of Africa is faced with enormous policy problems, especially in relation with the disproportionate Africa's youth bulge and uncompetitive education sector that graduates more people than the economic sector can accommodate. While the economy is shrinking, the education sector is getting weaker, and the youth bulge keeps growing. According to Africa Development Bank [AfDB] (2016), nearly 420 million youths live in Africa, within the age bracket of 15–35 and 90% of Africa's youth live in low- and middle-income countries of Africa, making a large chunk of this population. According to World Bank data, 60% of Africa's youths are unemployed. Unfortunately, there is virtually non-existent social welfare and social protection in Africa to cater for the teeming unemployed youths in Africa. Governments on the continent do not place priority on social welfare and social protection.

Many of the countries even lack Social Protection Policies and related economic policies are also poor. Unemployment in Africa does not regard academic qualifications as citizens often make do with the few available employment opportunities even when they are over-qualified for the jobs (Golub & Hayat, 2014). Poverty level in Africa remains high as economic growth remains poor. Even with high informal sector participation, youth unemployment remains high and poor economic policy has broad negative impact on the continent.

Security Issues and Public Policy: Security issues in most African countries is characterized by recurrence rather than an emergence of new ones (Von Soest & De Juan, 2018). The security issues include trans-border and local banditry, assassinations, arms smuggling, arson, terrorism, kidnapping, organized crimes, civil wars, political violence, murder, rape, and so on (Akanle & Omobowale 2015). Examples of these conflicts are widespread in Africa but are particularly noteworthy and ongoing in Sudan, Mali, Central African Republic and Nigeria (Akanle et al., 2017b).

Income inequality and unemployment remain on the increase, giving room for people particularly the large population of youths to become disoriented, depressed and desperate. The increasing underdevelopment and aggravated poverty in Africa have led many people to involvement in violence, armed conflict, riots, terrorism (Dowd, 2015), rape, kidnapping, assassination, religious conflicts, and many other violent crimes and conflicts (Von Soest & De Juan 2018; Akanle, 2018). Effective peace building remains non-existent in Africa due to increasing socio-economic and political injustices.

Many African countries are essentially insecure. Security of nations can be identified in different ways and these ways include economic security, food security, environmental security, health security, personal security, community security and political security (Akanle et al., 2021).

Another notable cause of insecurity in Africa is the prevalence of organized crime in most African nations. There exists a link between organized crime and conflict and the fragility of the state (Blum, 2016). A fragile state would not be able to combat organized crime and organized crime

also weakens state authority. The Global Initiative report of 2014 states that organized crime is “both a response to and a driver of emerging and weak governance frameworks”. Multi-ethnicity and lack of national integration is another area which should guide policy focus.

The Environment and Natural Resources Policy Issues: Tangible assets such as water, medicinal plants and large expanse of arable land are assets which the regional leadership need to intentionally protect through active policies. In the absence of adequate safeguards, the impacts of climate change continue to threaten. There needs to be promotion of integrated and sustainable management of natural resources (Akanle et al., 2021). Access to public services remains inadequate especially in low- and middle-income countries. About 1 billion people live in slums in developing countries, lacking access to water, sanitation, electricity and healthcare (Akanle & Shittu 2018; Akanle & Adejare, 2017; Akanle, 2015). This number is expected to triple by 2050, if necessary, policy actions are not taken against it.

Due to the growing population, there is increased land use, low water conservation, loss of biodiversity and low water management and recycling (Akanle et al., 2021). As urbanization rapidly occurs, natural habitats of significant species are eroded and slums are created (Akanle & Adejare 2017). There are activities of sea dredging and sand filling of wetlands to increase available land for urban infrastructures. The need for tourist attraction centers has also influenced the alternation of natural habitats to accommodate human needs.

In the African region, climate changes have caused changes in temperature, human mobility and migration, precipitation, sea-level rise, aridity and potential evapotranspiration (Omobowale et al., 2019; Akanle et al., 2021).

Water pollution is often a resultant effect of poor land management practices, for example use of chemicals, industrial waste dump and erosion. Climate change has resulted in security threats as it results in low availability of cultivated land. Because of this there has been increased clashes between farmers and herders in the African region as herders seek for cultivated grazing areas for their livestock to feed on (Adano & Daudi , 2012).

To achieve sustainable development of the environment, conserving biodiversity ought to be a priority. Africa has a significant number of large mammals which need to be preserved (Institute of Piping Engineering and Building Services [IPEBS], 2018) even though activities of poachers are leading to their decline in the region.

Governance and Policy Issues in Africa: Africa is made up of 54 states with different historical, colonial and independent backgrounds (Akanle & Adejare, 2016). Africa makes up close to 25% of the United Nations membership and has the highest number of landlocked states. Although independent, most African states still have relationships with their colonial masters. This is particularly so in the francophone. This reflects in the post-colonial political patterns of governance of many African countries.

Most African nations adopt the democratic governance pattern of their west colonial masters and regularly recourse to colonialists for critical governance decisions even if indirectly. Even though most African countries are now overtly democratic, there are variants of democracy that can be identified on the continent. Governance in Africa means trying to ensure inclusiveness for diverse ethnic group in each African state, but the degree of governance inclusiveness varies and largely below the normal. Security issues have been fundamental concerns of the African government which they work towards resolving collectively through organizations like the African region and through state laws and policies.

Ethnic conflicts thrive in Africa because of bad governance and political entrepreneurs. Some members of the society are benefiting from these conflicts and therefore keep fueling them. They have been able to successfully carry this out because of the inability of government to foster inclusiveness of the diverse groups. What has often been the scene in African politics is that the leader works for the sectional interests of his ethnic and elite group. Crocker (2019) noted that wise leadership recognizes diversity and works towards inclusive policies.

Inclusion, Exclusion, Vulnerability and Public Policy: Inclusion, exclusion, vulnerabilities and inequality are very important issues for societies. Unfortunately, these factors are missing in many African countries. Many Sub-Saharan African countries fair very poorly on these issues as many people on the continent remain in poverty, fall into poverty, remain

vulnerable and are excluded from governance with compromised welfare. Public policies on the continent are particularly weak on inclusion, vulnerability and equality. Exclusion, vulnerability and poverty prevalent in Africa to the extent that they are nearly representative of the continent.

Nearly all countries in Africa confront the challenge of advancing the good of their citizens and making public policies that are attractive to nationals and outsiders including foreign businesses. Good public policy and social welfare system will address the vulnerable population and cater for the social and economic needs (Karger 1996) of the poor and excluded. Another contemporary issue central to public policy is the inclusion or exclusion of some groups in the society, who are often termed vulnerable.

African Union created a Plan of Action for 2009–2018, stressing the importance of developing appropriate frameworks and institutions for implementation. With the bulging youth population of Africa, it becomes expedient to develop youth policies. Thirty-two out of fifty-four countries in the African continent have a youth policy. But as it has been realized in most developing countries, policies are made without proper attention to how they should be implemented. And implementation becomes tricky where some parts of the population have been excluded. The exclusion of youth from public policies like economic policies has fuelled conflicts in the continent and increased cases of unemployment, crime, drug abuse and misuse of strength in war. Youth policies vary from one African country to the other with each focusing on the needs of the youth (Corrigan 2017).

In Botswana, youth policy is geared towards moral and spiritual development; Ethiopia's youth policy is centred around youth empowerment and participation in globalization process; for Ghana, education and skills training are what the government believe would help the youth while Mauritius policy for youth aims to help youths achieve self-improvement. Youth unemployment has been reported to trigger social and political instability in Africa with the rate reaching about 20% in Sub-Saharan Africa (Manuh 2014).

Migrants make up a large proportion of those who experience social exclusion. Often when policies are made to include migrants, it is with hostile treatment and further separates them from host countries. Empowerment of migrants or those who live in refugee camps have not been top government priority. As a result of the circumstances for their migration, migrants become vulnerable strangers in foreign lands with little or no social protection. They often suffer from discrimination and marginalization. Migrants are exposed to health risks and xenophobic attacks and face expulsion when political and economic conditions of the host community/country deteriorate (Adepoju 2008).

Even though most African countries are signatory to the Convention on the Rights of Persons with Disabilities, the enactment of this convention has been poor. Little that has been done is because of active involvement of civil societies. Until recently inclusion in education meant special education for learners with physical disabilities. Now the scope has been broadened to include the recognition of different identities, class, gender, language, etc., that influence knowledge production (Phasha et al., 2017).

All hands must therefore be on deck going forward for effective and efficient public policies as the world traverses precarious socio-economic, political and environment systems globally. Public policy analysts and users should be more empathetic, proactive and strategic because the issues they deal with are urgent and affect lives. Every public policy analyst and developer must be observant because new issues may develop at any time needing urgent public policy interventions. It is only by this that sustainable public policy can be guaranteed to protect the interests of future generations.

5. Behavioral Science

Behavior refers to the actions or reactions an organism, individual, or system makes in response to a particular situation. It can be triggered internally or externally, consciously, overtly or covertly, and voluntarily or involuntarily by stimuli or inputs from the environment. Behavioral science, any of the various fields that deal with human behavior, usually associated with the social sciences. Behavioral science explores the activities and interactions between human beings. Work in this field may include the study and analysis of human relationships in the

behavioral aspects of the disciplines of sociology, social and cultural anthropology, psychology and biology, economics, geography, law, psychiatry, psychology, political science, and political science.

5.1 Behavioral Science Psychology

Although there are many similarities between these two fields, the main difference between behavioral science and psychology is that behavioral science is a broad term that encompasses the field of psychology. While behavioral science is the study of human interactions, psychology specifically deals with the science behind human behavior and mental processes. Examples of behavioral sciences include psychology, anthropology, philosophy, religious studies, and more.

5.2 Categories of behavioral science

Behavioral science has many categories, but for this purpose, three main categories are considered.

5.2.1. Behavioral sciences in psychology

The field of psychology uses behavioral science to understand the human psyche. It is important to remember that the mind is a part of the body and the way a person functions is due to many interacting factors. Behavioral research is important because people's behaviors are social. They are the basis of economic and political systems. Understanding human behavior is very important to study the dynamics of social interaction. The study of human behavior is important in behavioral science because it helps us understand the causes of human behavior and how to control and change human behavior.

5.2.2. Behavioral sciences in economics

The goal of behavioral economics is to understand why people make the decisions they do. Often, there are outcomes that are very good for people and often people don't choose that outcome; Behavioral economics is an incredibly complex and sometimes inexplicable science of why people do things and why they choose not to be rational.

Behavioral economics has provided insight into how consumers make decisions. For example, the work of Daniel Kahneman and Amos Tversky has provided empirical evidence for heuristics in decision making. Their findings led to the development of theories about the role of emotions and other processes influencing judgment and decision making.

A major contribution of the combination of psychology and economics to public policy is that human beings are not always rational and their behavior is subject to change. This has created a huge opportunity for governments to make government policy more efficient. You can use it for this reason. Behavioral economics So that people can make the right choices that benefit the whole society. With the tools of behavioral economics at their disposal to make the implementation of public policies more efficient, governments have the opportunity to use these behavioral insights to design policies that align with citizens' needs and wants. This allows the government to design more realistic policies that affect more people. This in turn makes public policies more efficient.

5.2.3. Behavioral science in communication

Seeking to unveil the underlying conscious, subconscious & unconscious motivations that drive decision-making, behavioral science plays a pivotal role in elucidating the “why” behind human behavior and offers the ability to predict future behavior, which is instrumental in crafting effective communication strategies

Creating beautiful and attractive looking relationships is not enough to engage the audience. And traditional communication methods and models don't move the needle. Behavioral science looks at the environmental, social, and personal factors that influence how a person chooses to act.

Using the principles of behavioral science, you can design your messages to be more impactful and drive greater engagement and better behavior.

5.3 Behavioral science around the world

Behavioral science for public policy The future of government Instead is it

It is not enough to have a behavior awareness team in the institutions. Less behavioral knowledge is needed to ensure that policymakers and implementers not only know the tools available to design and implement better projects, but also learn about their own biases and assumptions that may limit them and their programs. Most of the countries are conducting educational events and training in their respective institutions. With greater understanding and skills, behavioral science can change the way we think about development policies, programs and solutions.

Behavioral sciences are being used for policy making. Several EU countries have established behavioral awareness groups or are in the process of doing so. Internationally, the World Bank and the OECD have published reports emphasizing the importance of identifying and addressing the behavioral component in policy and in September 2015, President Obama called for increased use of behavioral awareness. They clearly called out all the US agencies.

Since 2008, the European Commission has been a leading competitor in bringing behavioral insights into legal and regulatory intervention. Understanding human behavior can inform policy making and the design of new types of interventions as well as complement traditional approaches (i.e. norms, incentives and information requirements).

Policymakers clearly take into account behavioral biases—such as information overload, overconfidence, loss aversion—when designing appropriate policy solutions.

Tax compliance interventions are a good way to start. Almost all countries are intervening to increase tax compliance by simplifying forms, and/or using reminders and messaging approaches. These are examples of low-cost interventions that can yield high returns and build buy-in with policymakers before taking on sticky issues.

Lower cost of improving user touch points and service offerings; It is efficient and can strengthen the social contract. Many departments focus on reducing cognitive load by optimizing user touch points within their programs and services. These range from encouraging

energy-efficient behaviors, promoting preventive health, reducing debt, expanding consumer protection, and enhancing government programs. Australia has improved its vocational training delivery to help students complete their training, while Singapore has improved the delivery of vocational training by segmenting job seekers in their job search efforts, engagement tools to increase follow-up and local preparation (increased from 32% to 49%). They strengthen the social contract and increase trust.

Behavioral science offers more than interventions—it provides a new lens for designing better policies and programs. We are seeing the widespread influence of behavioral science not only to enforce certain behaviors, but also to improve how we design policy and programs to be more realistic, efficient, and effective. For example, in the Netherlands, the Ministry of Infrastructure and Water Management applied behavioral insights in the design of a new policy program to improve mobility, encourage the use of public transport and flexible working. Behavioral projects were twice as effective as other projects.

Behavioral insights can enhance prosocial behaviors. In today's fragmented world, increasing empathy and pro-social behaviors can be critical to ensuring safe, cohesive, and productive societies as well as governments. The countries featured in the report used behavioral science to promote empathy, generosity and civility. In Canada, departments are applying behavioral science principles to increase their contributions to fundraising initiatives. Australia, Canada and Singapore have designed interventions to increase organ donation.

Behavioral science for public policy is the future of government. At the World Bank, we believe this is just the beginning and we are still realizing the full potential of behavioral science. It is not enough to have a behavior awareness team in the institutions. Less behavioral knowledge is needed to ensure that policymakers and implementers not only know the tools available to design and implement better projects, but also learn about their own biases and assumptions that may limit them and their programs. Most of the countries are conducting educational events and training in their respective institutions. With greater understanding and skills, behavioral science can change the way we think about development policies, programs and solutions.

5.4 Behavioral insights and new approaches to policy design

Key messages about implementing behavioral insights in government and regulatory agencies:

- ❖ Behavioral insights in designing and implementing marketing interventions is not an entirely new tool or approach. thing But In the private sector especially; In the field of advertising, government and other regulators Tested and used for some time.
- ❖ Behavioral insights are used to enhance the effectiveness of government interventions.
- ❖ Behavioral insight involves empirical evidence of how behavior is influenced by context. It usually involves direct experiments in a specific policy context.
- ❖ Behavioral intelligence is actually measuring behavior and trying to control the best kind of government intervention.
- ❖ Some important factors to consider when institutionalizing behavioral approaches are the political environment, the cultural and talent context, and the governance structures in place.

What are the requirements for behaviorists?

- ❖ Building regular exchanges between professionals in government and
- ❖ Supervisors in education and experience feel they need help understanding what they need.
- ❖ What it does not do is avoid potential accidents and poor responses
- ❖ Deriving behavioral insights for policy.
- ❖ various ethical issues through greater transparency and setting standards or principles; and approaches in government and regulators that may harm the overall reputation and credibility of ethics by reducing the risk of inappropriate use of science in practice. are there.

5.4.1. Behavioral insights and new approaches for policy formulation

Key Insights:

- ❖ Applying behavioral insights to public policy begins with the recognition that the world is complex and that policymakers sometimes do not know and need to know.
- ❖ The use of behavioral insights to date is to support people to make better choices, for example through but not limited to, touch.
- ❖ Behavioral insights are playing an important role in gathering data and informing the definition of the problem by governments and regulators before any intervention is considered.
- ❖ By making government more effective and citizen-centered, behavioral insights can help restore people's faith in governments' ability to solve new and old problems.
- ❖ Applying behavioral insights can be extended to a variety of sectors, including health care, savings, retirement, and education.
- ❖ Experimenting with possible solutions is key to understanding what works, where, and in what context (and there are other methods that can be used besides random testing and functional testing).
- ❖ When working with psychology and experimental methods, ethical questions are unavoidable. They need solutions and transparency is key to gaining people's trust.

Why do some markets work and others don't? This question is often faced by regulators around the world. Some have responded by helping consumers make more informed (and better) choices by understanding consumer behavior and helping them make better choices, such as by comparing prices. Beyond regulation, behavioral insights have helped to understand what drives people's behavior, from pension and savings policies, to tax administration, to policies aimed at facilitating the job search of the unemployed.

The areas where behavioral insights can be applied, however, are myriad. Health care, error correction and tax collection costs, increasing savings to reduce exposure to risk, employment policies and widespread use of innovations from end-users. The education sector is where the government and families spend huge amounts of money, but there are questions about how much of an impact this money has.

5.4.2. Regulation in the Modern Economy: New Tools for Policy Success

Tests that work in one country or context may not work in another country or context to do and driving is important. For example, using default options to optimize retirement savings may not be effective in situations where there is no interest in saving in the first place. However, using behavioral tools does not always require complex equipment or expensive tests. For example, making contracts more readable to consumers so they understand what they are signing up for can be a powerful way to protect consumers. The application of behavioral insights is intuitive (so it can be understood) and findings are observable (you don't need to know economics to understand).

There is optimism regarding the use of behavioral insights. Optimism can be contagious, but some caution is required.

- ❖ Public information about what is going on is not always available. This too It creates a serious problem. To earn users' trust, practitioners must be clear about what they will do with the information they receive from users.
- ❖ There are clear ethical issues when using psychology to influence behavior (and a major mistake can lead to complaints about the use of behavioral science in general).
- ❖ Specialists must have materials and be prepared to clearly explain what they are doing and why they are doing it.

There is a need to improve skills in applying behavioral science.In economics training subjects and undergraduates are rarely exposed to behavioral techniques (including the ethical implications of their use).

Beyond different methodologies, the use of behavioral insights represents a shift in the way public administration works.. To understand what works at the micro level is to start small and local. The challenge then is to scale up what works at the micro level and implement it at the larger level.

Macro and micro effects of applying behavioral economics

Key Insights:

- ❖ Using behavioral insights can be a powerful complement to other traditional policy approaches.
- ❖ It can be used to refine behavioral insights and enrich current economic thinking.
- ❖ However, expanding macro applications is likely to face strong opposition from lobby groups.

It can be linked to economic theory to adjust behavioral insights.. For example, in principal-agent theory, relatively little is known about the agent's actual preferences..Applying behavioral insights can provide valuable information on the agent's preferences (both the goals and processes used to achieve them and the trade-offs between them) and how they differ from what is assumed to be fully rational. This information can be used, for example, to design social welfare programs (and avoid perverse incentives). In its work on new economic challenges, the OECD is paying more attention to micro-data.

Behavioral insights can also be applied to risky consumption behaviors (e.g., drinking alcohol, smoking, exercising), if there is a clear rationale for government intervention, by better understanding how consumers cope with risk uncertainty and time lag.

5.5 The difference between behavioral science and policy

Traditionally, neoclassical economics assumes that people rationally maximize their self-interest. It has had a significant impact on government and private sector policy making and implementation. Policymakers today appreciate the applicability of the behavioral sciences, which advance a more objective and complex view of individual, group, and organizational behavior.

A comparison of cultural and behavioral approaches to policy making

According to the rational agent model, individuals, groups, and organizations act based on the evaluation of available information and the pursuit of self-interest. In this sense, policymakers have three main tools to achieve their objectives: information, incentives, and regulation. The information includes educational programs, detailed documents and information campaigns (eg warnings about the dangers of illegal drug use). The assumption behind these interventions is that accurate information will lead people to take appropriate action. Incentives include financial rewards and penalties, tax credits, bonuses, grants, and subsidies. The assumption here is that the right incentives motivate individuals and organizations to behave in ways that are consistent with society's needs.

A regulation can either mandate (such as requiring a license to operate or operate an aircraft) or prohibit a particular behavior (such as restricting speed on a highway or limiting factory pollution). In a sense, regulations provide a specific type of incentive/disincentive in the form of legal sanctions. Although the tools of neoclassical economics have always been critical to policymaking, they often ignore important insights about the actual behavior of individuals, groups, and organizations. In recent decades, behavioral and social scientists have provided ample evidence that people and organizations, in systematic and predictable ways, violate the assumptions of the rational agent model. First, individuals have a very limited ability to access, remember, and process information and therefore make informed choices.

People their own Artificial It is interesting to note that when looking at old photos, they associate it more with their future selves and save more money for retirement. One response to such irrational observations is to apply traditional economic tools that attempt to enforce more rational decisions.

Above all, behavioral scientists are beginning to develop powerful new tools that complement traditional approaches to policymaking. These tools derive from observations of how people actually act, not how rational agents should behave.

Feedback provided in a tangible and understandable form helps people and organizations learn to improve their performance. Similarly, simple reminders surgically overcome people's natural forgetfulness; On arrival offIt reduces the frequency of fire accidents and errors in flight. Policy makers can target citizens to preferred options by listing them first and separately and ranking them with other options on websites and forms. Behavioral motivations use behavioral insights about motivation.

A Behavioral Perspective on Incentives The impact of monetary rewards and punishments depends on how people interpret those interventions. For example, in a group field experiment in Israeli preschools, a small fine for late pick-up was likely to increase the frequency of late pick-up. Therefore, without careful consideration of how rewards and punishments are posted, described, and interpreted, they may not be sufficient to induce the desired behavior.

Behavioral insights not only have implications for how to tailor traditional economic incentives such as fees and penalties, but also suggest powerful non-monetary incentives. For example, people are known to be motivated by their interests to belong and fit in, compete favorably, and be seen by others in the *Journal of the Association for Behavioral Science and Policy*. Therefore, social feedback and public accountability can be particularly powerful motivations. For example, health care providers may reduce their over prescribing of antibiotics when they are told how their performance compares to "best practice" in their region, or when a sign is posted in their clinic's waiting room declaring their commitment to responsible antibiotic prescribing.

In contrast, attempts to influence health care providers' behaviors (including antibiotic prescribing) using expensive, traditional pay-for-performance interventions have generally been unsuccessful. Nudges is a gentle fatherhood that stands outside the norm. Others include designing the choice environment to facilitate desirable behavior without forbidding alternatives or significantly altering economic incentives. The most studied tool in this category is the use of defaults. For example, European countries with opt-out policies for organ donation (consenting to be a donor is the default) have remarkably higher consent rates (overall around 100%; average 15%) compared to countries with opt-in policies (consent rates).

Well designed Gentle persuasion It makes it easier for people to make better decisions. The desired behavior (eg, providing a potential donor with a stamped and stamped return envelope) may be far more effective than anticipated by an economic cost-benefit analysis of the action. For example, in one study, children from low-income families were more likely to attend college if their parents were given help filling out a simplified college financial aid form while their parents received free help with tax form preparation.

Conversely, simple actionable barriers can be very effective in preventing unwanted behavior. For example, writers ate fewer chocolates when candy dishes were placed a few feet away from their desks than when candy dishes were placed on their desks. Beyond such tools, public policy of rigorous observation of behavioral phenomena Able to identify priorities and tools to effectively address high-priority issues.

Recent behavioral research has made advances in understanding policy-relevant topics, from the measurement and causation of personal well-being to the accuracy of eyewitness identification, school attendance and voter turnout, to the psychology of poverty to the valuation of environmental goods. Rigorous empirical evaluation helps policy makers assess the effectiveness of current policies and management practices. Learning from Economists' Success in Influencing Policy Behavioral scientists can learn several lessons from economists' unparalleled success in influencing policy.

We will show you three.- Easily connect, field test and measure results, and capture impact points. Economists convey a simple and intuitive worldview that can be easily summarized: actors pursue their rational self-interest. Proper balancing of incentives and specific behaviors are promoted or encouraged; They tend to command or prohibit behaviors and pursue desired outcomes. In contrast, behavioral scientists emphasize that many factors influence behavior, often interacting in ways that defy simple explanation.

To have greater impact, behavioral scientists must communicate their insights in a way that is easy to absorb and apply. This naturally inspires the trainees' confidence and self-confidence.

Field-tested and measured economists value field data and calculate their results. Economists are less interested in identifying the causes of behavior than in predicting the observed behavior: : Therefore, they are not interested in self-reporting the thoughts and beliefs that lead to behaviors.

What is important to note here is that economists measure the financial impact of their proposals in larger, systemic contexts (eg, changing defaults increases aggregate savings rather than shifting aggregate savings from one account to another). Such an analysis provides critical assurance to policy makers. In the words of Nobel laureate Daniel Kahneman (a psychologist by training), they speak "the universal language of policy, money."

In contrast, behavioral scientists are interested in better understanding topics such as causation, personal perception and motivation, and complex group and organizational interactions—using controlled environments and laboratory experiments. Although controlled environments may allow greater insight into behavioral processes, results are not always generalizable across applied contexts. Therefore, behavioral scientists must use in situ field experiments, historical records, and natural experiments, among other methods, and verify the validity of their conclusions in relevant applied contexts. They recommend.

Natural economics is especially useful when answering questions of the national interest. For example, what to do in a recession, how to apply cost-benefit analysis, and how to design a market-based intervention. In contrast, behavioral scientists began to influence policy through new applied behavioral research organizations (such as Ideas), established government consulting organizations (such as the British Behavioral Insights Group and the US Social and Behavioral Science Group), and corporate behavioral science units (such as Google's People Analytics and Microsoft Research).

Behavioral scientists are sometimes invited to serve as ad hoc consultants to various government agencies (such as the Food and Drug Administration and the Consumer Financial Protection Bureau). As behavioral scientists begin to hold more positions in such organizations, this raises their profile and increases opportunities to demonstrate the value of their work to policymakers and other practitioners.

Many behavioral insights have been successfully implemented in the United Kingdom and the United States. For example, in the United States, the mandate to disclose financial information in a form that consumers can easily understand (Credit Card Accountability and Disclosure Act of 2009) mandates that large employers automatically enroll employees in health care plans (Affordable Care). Act of 2010) and revisions to simplify the choices in Medicare Part D were all designed with behavioral science principles in mind.

5.6 Approaches of behavioral scientists as if Policy Remaining application effect

Although the influence of behavioral science on policy is growing, until now most behavioral scientists working in universities and non-governmental research organizations have not had opportunities to directly influence policy through their research. Success stories are mostly limited to behavioral scientists

- (a) Where they have made a great deal of personal effort and initiative to turn their ideas into action;
- (b) aggressively promoting a research idea until it is discovered;
- (c) in matters in which they have formed a partnership. To implement their ideas with industry, or
- (d) Incorporate themselves into an organization affiliated with the policy maker

5.7 Why policy makers should care about behavioral science

Governments are embracing policy based on behavioral science to create better policies, programs and services. When we develop or implement public policy, we must keep behavioral observations in mind. Behavioral science is the study of how people act and why they make choices and decisions.. It is a cross-disciplinary field derived from our understanding of how the human mind works. It brings insights from cognitive and social psychology, neuroscience, philosophy, sociology, marketing, judgment and decision making, and behavioral economics (the list is endless).

Public policy
Reasons why enthusiasts care about behavioral science:

1. ***It's about people.*** When we create and implement public policy, we can create better policies, programs, and services if we use public understanding.
2. ***It is supported by evidence.*** We can save millions, if not billions, of dollars if we use test methods that allow us to test and prove that something works on a small scale before we do it at full scale. . Or if something already exists and isn't working as well as we'd hoped, we can conduct experiments to see how we can make it better in an evidence-based way.

Around the world, forward-thinking governments are embracing behavior-based, evidence-based policy rather than laws driven solely by logic or guesswork. The UK, US, Australia, Denmark, Germany, France, Singapore and many other countries use behavioral insights for public policy. Cases have been highly successful in implementation: Behavioral interventions can help people save more for retirement, use less energy, and have more opportunities. For example, to pay taxes on time. Moreover, behavioral interventions can save government money: the latest [Cost-benefit analysis](#) Across different policy areas in the UK and US, the impact per dollar for behavioral interventions has proven to be significantly greater than traditional policy instruments.

Governments are increasingly using behavioral science techniques to change individual behavior to achieve policy objectives. The kinds of "swing" interventions that governments are now taking change people's decisions without coercion or significant changes in economic incentives.

Recent evidence suggests that the growing field of behavioral science can help address a wide range of policy problems ([Halpern, 2015](#);[Johnson and Goldstein, 2003](#);[Johnson et al., 2012](#);[Larick and Soule, 2008](#);[Li, Mazar, Zhao and Soman, 2013](#);[Sunstein, 2013](#);[Thaler and Sunstein, 2008](#);[World Bank, 2015](#)). In response, governments are increasingly interested in using behavioral insights as a supplement or substitute to shape the behavior of citizens and public servants, such as incentives to advance public priorities. Many governments around the world have established nudge units: tasked with designing teams of behavioral scientists capable of encouraging desired behavior without limiting choice, testing those interventions quickly and cheaply, and then implementing the most effective strategies on a large scale.

As an encouraging case study in assessing the cost-effectiveness of support policies, an experiment conducted by the White House Social and Behavioral Science Team (SBST)—a division of the U.S. Department of Homeland Security—in collaboration with the U.S. Department of Homeland Security shows that it is intended to increase savings among military personnel in a defined contribution retirement plan for federal government employees. This is a program where the government provides financial incentives to save early (retirement-plan contributions are tax-deductible). In the experiment, most of the 806,861 military service members who did not contribute to the plan received e-mails asking them to contribute. The emails are varied to add subscribers with different features supported by testing. The business-as-usual control group had a 1.1% savings plan sign up rate in the month following the email campaign, while the emailed groups had a 1.6% to 2.1% sign up rate.

At first glance, the impact of this campaign seems modest. However, the additional administrative cost to develop and deploy the email campaign was only \$5,000, and the messages together increased savings plan enrollment by 5,200 people and raised more than \$1.3 million in donations in the first month after the trial. Assuming that the effect of the intervention is reduced to zero directly over 1 year (the assumption that people rarely change their savings plan contributions once they are set up is a very conservative estimate. The program increased savings by approximately \$8 million. Thus, the intervention resulted in an additional savings of \$1,600 per dollar of government spending. With an impact more than 100 times greater than a dollar spent on tax incentives by the government, this case study shows that incentive policies don't necessarily need to have a large impact to be effective.

To be highly informative, future policy-oriented behavioral science research should measure the impact of every dollar spent on behavioral interventions versus a variety of traditional interventions. Without such calculations, policy makers lack the evidence needed to design better policies and to determine the appropriate allocation of resources in behavioral and cultural interventions.

Create an incentive, and people will act to maximize profits. Create a disincentive and people will take action to minimize the loss. But contrary to this view, decades of research in the psychological and cognitive sciences have shown that the environment or context in which a decision is made can not only alter the decision, but fundamentally change people's choices.

Man is a sensitive, emotional, habitual creature. We don't evaluate the long-term costs and benefits of each decision before we act—in fact, we can't, because our brains might burn out if we tried—and therefore, our best intentions don't always translate.

It seems too obvious to be an epiphany these days (unless you work for the government) that people aren't always rational. Perhaps the more important point is that people are irrational in predictable ways. And these recommendations can be modeled and used to drive strategic and better choices. For example, status bias—the tendency to stick with the current state of affairs—can prevent people from receiving text message notifications while driving or automatically enroll them in retirement savings programs.

The way scientists do this is by studying the context in which a decision is made, predicting which behavioral biases might influence the decision, and testing hypotheses that use or combat those biases to make better decisions. Behavioral science policy interventions are designed to understand and assist people's decisions about accepting public programs and services, or complying with regulations or legislation, with the ultimate goal of developing better performing interventions.

The application of behavioral science to policy making is becoming increasingly widespread around the world. For example, Copenhagen Airport in Denmark, in partnership with iNudgeyou (a social purpose company based in Denmark); [Fighting the problem of people smoking](#) Outside the terminal entrances using stickers that direct you to a smoking area a few meters away. Rather than telling people what not to do (near the doors of smoking zones), instructing them on what behavior to expect (outside the doors of smoking zones) has been more effective.

Behavioral science provides powerful tools to help us get right at the policy design and formulation stages. And, in addition to using behavioral science to better design for the public, we can use these insights to better design for public servants.

Among our greatest challenges today is large-scale, complex public policy issues, public awareness and public action: climate change, infectious disease vaccines, diversity and inclusion of historically marginalized groups, humanitarian crises to name a few. Behavioral science promises empirically proven solutions that stem from the so-called "public" understanding of human beings. And he bases his ideas on evidence. *What works* To help people make better decisions for themselves, so they can live better lives.

6: The construction of adding the experience of countries

Depending on their scope mission, diversity of programs, organizations create centers, departments, schools, institutes within themselves to successfully achieve their goals/objectives.

For example, the American has Institute for Behavioral Science Research It is the world's largest behavioral and social science research and evaluation institution. The main goal is to come up with the most effective ideas and approaches to improve everyday life. Its mission is to apply the best of behavioral and social science research and evaluation to improve people's lives, with a special focus on those in need.

(i) Berkeley Public Policy The Goldman School

Master of Public Policy (MPP)

Research and influence Centers

Centers bring together the Goldman School's expertise on specific topics and are places of collaboration between departments, disciplines, and institutions. The centers are

- ❖ Berkeley Institute for Young Americans
- ❖ Berkeley Probability Lab
- ❖ California 100
- ❖ California Policy Lab
- ❖ Security center in politics
- ❖ Higher Education Research Center

- ❖ Center for Civility and Democratic Engagement (CCDE)
- ❖ Center for Environmental Public Policy (CEPP)
- ❖ International Policy Lab
- ❖ India Energy and Climate Center
- ❖ Institute for Research on Labor and Employment
- ❖ Risk Research Laboratory

All centers offer opportunities for students to influence policy through research and working with clients.

(ii) Princeton University **Center for Behavioral Sciences**



Kahneman-Treisman to strengthen Princeton University faculty in various disciplines The Center for Behavioral Science and Public Policy was established in 2015 with an anonymous gift. Part of Princeton's School of Public and International Affairs, the center is a think tank that supports and organizes innovative research projects, plans lecture series and conferences, disseminates research results, and connects Princeton researchers and students with policymakers and scholars from other institutions.

Public policy It is often designed with the assumption that people will make better choices based on their own needs. Princeton University is at the forefront of an emerging field of education that challenges this traditional view and reveals the surprising forces behind decision-making.

Kahneman-Treisman leverages the combined strengths of Princeton faculty from multiple disciplines in behavioral science and public policy who are examining the gap between what individuals should do and what people actually do. Our researchers are studying real-life

examples of how informed, rational people make "poor" choices and how policy can be better designed and implemented to make it easier to improve their outcomes.

Research conducted at the center influences local, national and global policy making, ultimately resulting in policies that take people's thinking and behavior into account when making decisions. The Center is a think tank and administrative hub for supporting and organizing new scholarly opportunities for Princeton undergraduate and graduate students, planning lecture series and conferences, disseminating research results, and connecting Princeton researchers with policy makers and scholars at other institutions.

It studies contemporary societal problems and contributes to evidence-based policy and solutions, thereby shaping our world's knowledge, and continues to do so. The Center's annual honorees of distinguished thinkers are proven achievements that facilitate advanced thinking and research.

Today, the center is a center for short and long-term research networks, projects and workshops. This rethinking of CASBS supports both individual research and creative collaboration. In short, a Center for Advanced Study in the Behavioral Sciences is a place where great minds confront the critical issues of our time, where boundaries and assumptions are challenged, where original interdisciplinary thinking is common, where unique collaborations occur, and where new innovations exist. Ideas are the pursuit of intellectual discoveries that can shape our world.

Stanford brings together deep thinkers from diverse disciplines and communities to advance our understanding of the full range of human beliefs, behaviors, interactions, and institutions. A leader in human-centered knowledge, CASBS facilitates collaboration across education, policy, industry, civil society and government to collectively design a better future.

(iii)UCD Geary Institute of Public Policy

Research, analysis, evidence

Behavioral science and public policy

The Behavioral Science and Policy Group is a center for research and collaboration on integrating behaviorally informed ideas into public policy. The study Main [group](#) It consists of a leader, a team of faculty, researchers and PhD students, a wide range of research collaborators and external stakeholders. Its aim is to contribute in a meaningful way to the international development of ethical science and to be a key place for integrating this field into public policy.

All of them He conducts research on many topics in behavioral economics, economic psychology, and behavioral science. Some research topics include:

- ❖ Psychological determinants of decision making;
- ❖ Self-image and identity;
- ❖ social image;
- ❖ emotions;
- ❖ self control
- ❖ subjective well-being and mental health;
- ❖ Ethical Use of Behavioral Insights;
- ❖ Administrative burden
- ❖ political behavior;
- ❖ economic choices;
- ❖ Discrimination And
- ❖ Online social influence.

The center also organizes seminars, workshops and conferences on various topics in behavioral science

Boston University, Henry M. Goldman School of Dentistry It has a center called Behavioral Science Research CenterLu

Its mission is to conduct cutting-edge research and training in behavioral science and health behavior change to improve health among diverse populations using clinical and public health approaches across the lifespan.

(iv) Center for Behavioral Institutional Design (C-BID)



According to OECD estimates, in the decade since the Great Recession of 2008, governments around the world have established more than 200 "behavioural units" incorporating insights from behavioral social science to improve the effectiveness of public policy. The rapid increase in demand for behavioral public policy poses two significant challenges. First, while the limitations of traditional models for predicting human behavior are well-documented, there is a dearth of alternative models that can account for the observed differences in behavior. Second, the implications of observed behavioral differences for policy and institutional design are still poorly understood. In addition to this fact, in recent years there have been more and more reports of failed behavior policies and waste of public resources.

The overall long-term goal of the Center for Behavioral Institutional Design in New Abu Dhabi (C-BID) is to build empirically proven models of human behavior to design and implement policies and institutions that improve social welfare. To this end, C-BID brings together faculty from NYU's global network, from the social and behavioral sciences (economists, political scientists, psychologists, sociologists and neuroscientists), as well as policy makers at the international level. For behavioral social science and public policy Accredited Center of Knowledge.

7. Establishment of a center for Behavioral Science in public policy implementation

The reason why it is necessary

- ❖ Because of our geographical, historical, and cultural proximity to both the Middle East and Asia, establishing a center focusing on those areas is of paramount importance.

- ❖ Since Africa, the Middle East, and Asia are closely tied by both the Red Sea and the Indian Ocean, the tie between the three areas is of great importance as far as geopolitical and geostrategic imperatives are concerned.
- ❖ Asia (China, India,japan...), and the Middle East (Saudi Arabia, the UAE, Qatar,Kuwait, Oman, and Israel) represent the future of the world both in terms of economic and political influence.
- ❖ Because the seat for AU is in Ethiopia
- ❖ To strengthen the relationship between China and the Middle East more than ever
- ❖ To conduct research worldwide,
- ❖ No such center is found in other countries of Africa, and Ethiopia is the gate for Africa.

The main activities of the center

- ❖ Mobilizing funds for the infrastructure construction
- ❖ Fulfilling the human power; material ,
- ❖ Coordinated donors and partners.
- ❖ Implement the resources to be allocated properly.
- ❖ Conducts research and research on issues.
- ❖ Coordinate the academic debates, discussions and research activities
- ❖ Provide training to staff of the center
- ❖ Designs strategies,
- ❖ Monitor and Evaluate performance on due time and take the necessary action

- ❖ Benchmark best practices and expands to the center's mission.

The organization of the center

The center for Asia, Middle East and African affairs will have the following arrangements.

In terms of manpower

- ❖ There will be one director who can effectively manage the operations of the center and has the best leadership skills in the field.
- ❖ A total of ten senior experts/professors from local and other African countries who have deep knowledge and extensive work experience in international relations, trainers, researchers and who will perform the work of the center efficiently will be selected through competition.

In terms of infrastructure

- ❖ The center will have a standard modern building with the resources to carry out its operations efficiently.
- ❖ It will have one or two departments to conduct research and training based on international relations;
- ❖ The center will have a fully equipped symposium hall that can accommodate 500 people at a time;
- ❖ Likewise, it will have 10 modern Syndicate Rooms that can accommodate 50 people at a time.
- ❖ Apart from this, the center will have 500 modern dormitories that can accommodate 500 people at a time.
- ❖ One director, 10 professors and 2 administrative staff for a total of 13 people and 13 offices.
- ❖ Salaries and benefits of the center staff will be covered by secondment option or project resources.

In terms of technology and resources

- ❖ The center will have complete ICT infrastructure and broadband internet service;

- ❖ Modern electronics
- ❖ Resources (laptop, computer, CCTV cameras, etc.), facilities suitable for work etc. will be provided.

With regard to partners of the center :

Local

- ❖ Ministry of Foreign Affairs
- ❖ Addis Ababa University

From the continental institutions

- ❖ African Union,
- ❖ IGAD,

International

- ❖ World Bank / World Bank

Research activities

With the help of senior researchers who are experienced in the field, the Center will conduct research and research on issues related to Asia, Africa and the Middle East, and based on this research, useful new ideas will be generated. Beyond this, the countries of Asia, the Middle East and Africa What are the basic problems, the main causes of their problems and the solutions will be indicated in these research works. Based on this, institutions included in the study and other similar institutions in the country and in Africa from the results of the research

By making them take the appropriate education, their institutions can generate and instill new ideas Additional procedures will be developed and implemented to help them become a center that can achieve their mission properly. The center will prepare and implement a strategic plan to transform itself.

Properly identify the best practices of others; The best practices will be formulated and expanded by experts in the field in such a way that it can be an education for their subjects.

Capacity building activities program

- ❖ Capacity building activities will be carried out with the help of the center and other international and continental senior experts who have the best knowledge, skills and experience in the field.

Increasing budget collection sources

- ❖ Prepare project-based financial support.