

【経済学、行動経済学、ナッジ、行動科学、公共政策】

📖 サンスティーンらの著作で注目されたナッジに関する包括的論文集

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ナッジの経済学 全4巻
The Economics of Nudge. 4 vols.

Sunstein, Cass R. / Reisch, Lucia (eds.), *The Economics of Nudge: Critical Concepts in Economics*. 4 vols. (Critical Concepts in Economics) 1431 pp. 2016:10 (Routledge, UK) <625-282>

ISBN 978-1-138-93853-3

hard set

ナッジとは、軽く肘で押しついたりつついたりすることを意味し、行動経済学の分野では選択肢の設計などによって人々に特定の選択肢を促すという意味合いがあります。この「ナッジ理論」の提唱者たちは、「数々の偏見に対する人間の影響の受けやすさのせいで、人はしばしば自らをより貧しく、不健康で、悲惨にしてしまう選択と決定をすることがある」と論じています。しかしながら、彼らは「行動経済学やその他の分野の洞察を用いれば、一見ほんの小さな解決策（すなわちナッジ）が、選択の自由を不当に制限することなく、不釣り合いなほど有益な結果へと導くことができる」ことを示唆しています。

本書は発展し続けているこの分野の基礎的及び最先端の論考を収録しています。編集者のC.R.サンスティーンは R.セイラーと『実践行動経済学：健康、富、幸福への聡明な選択 (Nudge: Improving decisions about health, wealth, and happiness, 2008)』という、この分野の先駆的著作を執筆した著名な人物です。第1巻「基礎」は「基本」「反論」、第2巻「金融の問題」は「貯蓄と退職」「消費者と信用市場」、第3巻「環境と健康行動」は「環境と持続可能性」「健康行動」、第4巻「開発と教育」は「貧困と開発政策」「教育」「将来の指針」の部から構成されています。

本書を経済学、行動経済学、ナッジ、行動科学、公共政策に関心を持つ研究者・研究室にお薦めいたします。

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