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Master Thesis Defense

Entitled

Behavioral insights approach in public policies and the extent to which it can be applied in government institutions in the United Arab Emirates

by

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Date & Venue

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Abstract

The aim of the study is to analyze the lack of behavioral insights as a modern methodology tool of the classic or traditional public policy, and how applicable can this tool be in the governmental institutions in the United Arab Emirates. This study analyzed two previous case studies of behavioral insights, since they represent a practical use of the behavioral insight methodologies on both the local and federal levels. Our study concluded that the methodology used in those behavioral insights can predict the public policies before applying them widely. In addition, they can solve what the classic or traditional tools can not because they stem from a variety of scientific approaches mostly, psychology which enables the target audience to adapt to those policies. Regardless, those methodologies are still being developed and enhanced in the Western countries where they originated. With that being said, conjoined efforts should be taken in order for the successful application of this methodology.

Keywords: Public Polices, Behavioral Insights, Behavioral interventions, Insights units, Nudging, Cognitive bias, Status quo bias, Negativity bias.