







## ***Behavioral Economics***



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## ***The Expected Utility Theory***

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## ***Social Preferences***

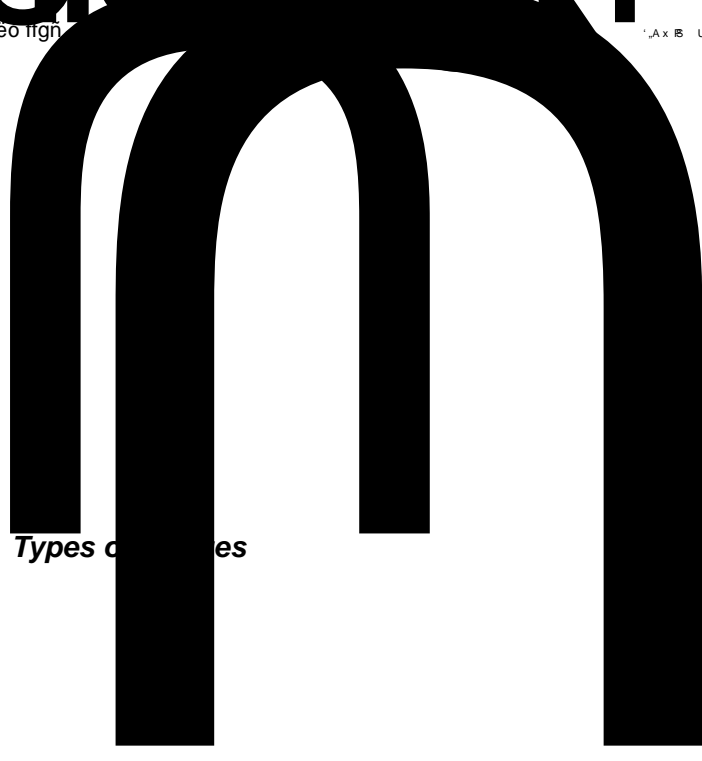
***Perspectives on Nudging***





***Redefining Nudging***





*Types d'arcs*



***Successful Nudging: APPLES***



***History of the U.S. Tax System***





U.S. DEPARTMENT OF JUSTICE  
FEDERAL BUREAU OF INVESTIGATION  
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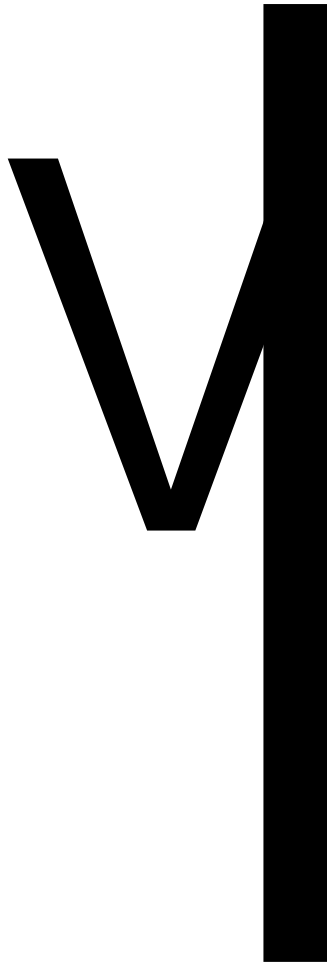
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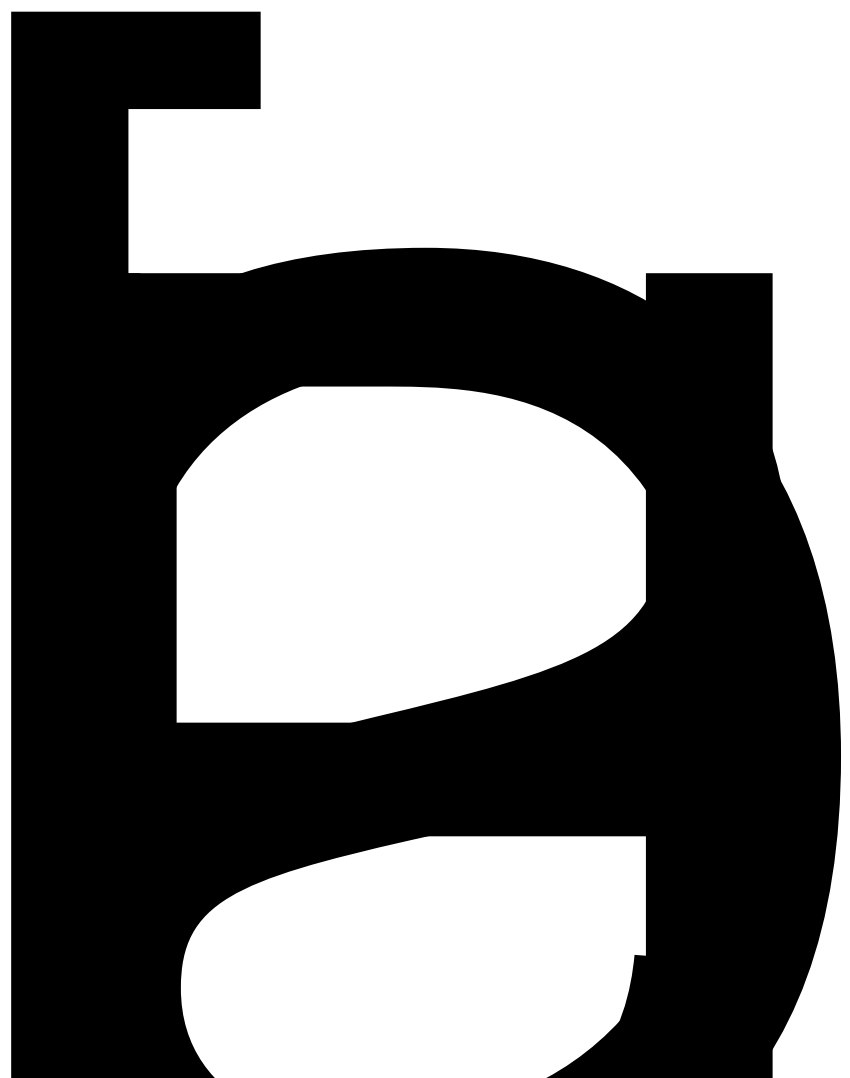
***Federal Income Tax***

***State & Local Tax***



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*Nudges in Taxes*





***Education Credits***

## ***Roth IRA Expansion***





















