

# **Promuovere la felicità?**

## **Il paternalismo alla luce delle nuove scienze delle decisioni**

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*Abstract:* According to psychologist Kahneman, human beings are not perfectly rational and, often, that which they decide does not correspond to that what effectively makes them happy. For this reason, individuals might call for help in order to make better decisions. The economist Thaler and the legal scholar Sunstein propose cognitive nudges. Scholars Layard and Bok promote economic incentives. Both of the strategies propose the goal of favoring the development of well-being by encouraging people to choose the most profitable investments in terms of happiness. The question of paternalism and the possible implications that a state intervention could have on citizens is asked. This dissertation will philosophically analyze the significance of the renewed paternalistic proposals.

*Keywords:* Choice, Rationality, Happiness, Well-being, Cognitive nudges, Economic incentives, Paternalism.