



BSPA conference 2017

new york city

behavioral
science & policy association



welcome

where behavioral
research meets
policy & practice

Welcome to the 3rd Annual Behavioral Science & Policy Association Conference!

We are delighted to have you join us, and thank you for travelling from both near and far to participate in this special event. Attendees represent thought leaders from various behavioral science disciplines, government and policy institutions, for-profit and nonprofit organizations. We are also pleased to welcome several foundations and members of the media.

The Behavioral Science & Policy Association is a nonprofit organization that was formed to promote the thoughtful application of rigorous behavioral science research to address policy challenges in ways that serve the public interest. Our annual conference is an important means to promote a vigorous interchange between behavioral scientists, policy makers, and other practitioners to help bridge the divide between science and practice. Whether you are here to learn more about the latest research developments in behavioral policy, or learn how to apply new behavioral insights in your own sphere of work, we expect that you will find the 2017 Conference a valuable experience.

We encourage you to share what you have learned with members of your own communities and we hope that you will take this conference as an opportunity to make new connections with participants from different disciplines.

To engage with us on social media, please use #BSPA2017 and look out for upcoming conference photos, videos and information at behavioralpolicy.org/events. If we have yet to cross paths, please come and say hello. We'd love to connect and talk more about how BSPA can help you.

Thank you again for joining us in New York City.

With warmest regards,

Craig Fox, Todd Rogers, Sim Sitkin & Kate Wessels



#bspa2017

wifi network **ECC** password **ecc45678**

agenda

7:45am **registration & continental breakfast**
president's gallery

8:30am **welcome and agenda setting**
hosack hall

Hear from our co-founders and conference chair as they introduce the Behavioral Science & Policy Association's annual conference – and learn how to get the most out of your experience in NYC with us!

Craig Fox, Todd Rogers & Sim Sitkin

8:45am **authors shaping new perspectives**
hosack hall

Challenge your assumptions on how the behavioral sciences can be applied across multiple contexts as you hear from pre-eminent researchers and experts discussing their original publications.

panel

Robert Cialdini (*Pre-Suasion: A Revolutionary Way to Influence and Persuade*)

Steven Sloman (*The Knowledge Illusion: Why We Never Think Alone*)

Scott Sonenshein (*Stretch: Unlock the Power of Less - and Achieve More Than You Ever Imagined*)

moderator

Dolly Chugh

9:45am **policy-focused addresses**
hosack hall

Hear from our community thought leaders as they present the behavioral science findings most relevant to private and public sector policy makers aiming to promote the application of rigorous behavioral science research to concrete policy solutions. BSPA has identified three policy areas of focus where we particularly seek to encourage an interchange between behavioral scientists and policy makers: energy & environment, education, and justice & ethics.

speakers

Rick Larrick: energy & environment

Bridget Terry Long: education

Jens Ludwig: justice & ethics

10:25am **break & transfer to lightning talk/policy challenge parallel sessions**

Speakers will focus on the 'latest' behavioral research findings in four policy focus areas: energy & environment, education, justice & ethics and government partnerships. Participants can select one of four separate tracks to attend, and will come away from each talk with novel, actionable insights.

10:50am **lightning talk session 1**
various rooms

See page 4 for speakers

11:40am **policy challenge parallel sessions**

In these two breakout sessions, participants will probe specific problems and brainstorm interventions. The sessions begin with a “client” who oversees the problem for their organization, describing the problem context. Then several behavioral scientists will ask questions to better understand the problem and possibly propose some initial ideas. This will be followed by participant breakout groups brainstorming wide-ranging concrete intervention ideas which they will share to conclude the sessions.

**Increasing student engagement in the online
ACT test preparation program**

room 20

client

Larry Rudman, Vice President of Instructional
Design and Research, Kaplan Inc.

moderator

Craig Fox

panel

Angela Duckworth

Regina Schwartz

Josh Wright

**Preventing energy service
termination by increasing energy
consumer bill payment**

room 440

client

Macky McCleary, Administrator,
Rhode Island Department of Utilities
and Carriers

moderator

Todd Rogers

Panel

Elspeth Kirkman

Philip Oreopoulos

Mary Steffel

12:30pm **luncheon**

library reading room

1:50pm **applicable behavioral science: mistakes were made but not by me**

hosack hall

Can you avoid the common pitfalls made by others when applying behavioral science to policy? Join Robert Cialdini as he walks us through his “lessons learned” from conducting behavioral science research, and shares his tips for successful application to social policy issues.

speaker

Robert Cialdini

2:20pm **policy-focused addresses**

hosack hall

Hear from our community thought leaders as they present the behavioral science findings most relevant to private and public sector policy makers aiming to promote the application of rigorous behavioral science research to concrete policy solutions. BSPA has identified four additional policy areas of focus where we particularly seek to encourage an interchange between behavioral scientists and policy makers: management & labor, health, financial decision making and poverty.

(speakers on next page)

speakers

Denise Rousseau: management & labor
Peter Ubel: health
Brigitte Madrian: financial decision making
Eldar Shafir: poverty

3:20pm **break & transfer to lightning talk parallel sessions**

Speakers will focus on the 'latest' behavioral research findings in each of the four policy focus areas: management & labor, health, financial decision making and development & poverty. Participants can select one of four separate tracks to attend, and will come away from each talk with novel, actionable insights.

3:45pm **lightning talk parallel sessions 2**

various rooms

See page 4 for speakers

4:35pm **transfer break**

4:40pm **putting behavioral insights to work in national security: lessons and opportunities from the United States Air Force, Army, Marine Corps, and Navy**

hosack hall

Engage with our featured behavioral science practitioner-expert partnership as they highlight 'what works' in the national security sector – and address how to increase collaborative opportunities between the department of defense and behavioral-science researchers. The panel will also address the actions that policy makers inside and outside of government can take to improve decision making and productivity through the use of behavioral insights.

panelists

Vice Admiral Herman A. Shelanski, Inspector General for the United States Navy and Marine Corps
Colonel Richard E. Angle, Deputy Commanding Officer, 1st Special Forces Command (Airborne)
Christy Nolte, Deputy Director Airforce Staff

moderator

Captain Bradley DeWees, Harvard University
Jennifer S. Lerner, Harvard University

5:30pm **concluding remarks**

hosack hall

Craig Fox & Sim Sitkin

5:35pm **cocktail reception**

library reading room

lightning sessions

session 1

education

room 20

Lisa Gennetian

Behavioral insights to support early childhood investments

Alice Kathmandu

The freedom trap: How individualism magnifies the gender gap in science and what we can do now

Ross E. O'Hara

Behavioral science insights for increasing college graduation rates at scale

Carly Robinson

Reducing student absenteeism in the early grades by targeting parental beliefs

energy & environment

room 21

Matthew Darling

Power to the people?: Reducing energy use in commercial buildings

Derek Koehler

Public perception of expert (dis)agreement

Alicea Lieberman

How the framing of incentive policies can harness the power of social norms

Christoph Ungemach

Translated attributes as decision signposts: Helping people to make better choices for themselves and society

justice & ethics

room 440

Alissa Fishbane

Reducing failures to appear in New York City criminal courts

Margarita Gómez-García

Applying behavioral science to increase ethical behavior in public servants: New ways to fight corruption

Neil Lewis, Jr.

Understanding and addressing racial disparities in attention to HIV-prevention information

Shefali Patil

Divided we stand: Causes, consequences, and solutions for the law enforcement and public rift

government partnerships

hosack hall

Anthony Barrows

Can we replicate student persistence? A lesson in scaling

Job Krijnen

Choice architecture 2.0: Behavioral policy as a social interaction

Rebecca Lopez Kriss

Institutionalizing behavioral science in city government: A peek at tax delinquency and senior citizen assistance

Hefen Wong

Behavioural interventions in Singapore

session 2

management & labor

room 20

Paul Cohen

Making health easy: Lessons from a nationwide primary care system

Leidy Klotz

A more sustainable built environment through behavioral interventions during design

Jennifer Logg

Theory of machine: When do people rely on algorithms?

Aaron Nichols

It's about time: Changing wage structure to encourage greater long-term savings

Eugène Smit & Travis Jarrell

Success factors in implementing change at scale

financial decision making

room 21

Luisa Blanco Raynal

A community based randomized controlled trial on an educational intervention 'Yopaneomiretiro' to promote retirement savings among hispanics

Tatiana Homonoff

Does providing FICO scores influence financial behavior? Evidence from a field experiment

Heather Kappes

Spending money signals wealth for children

Stephanie Tepper & Ari Kagan

From debt to savings: Using the framework of loan payments to help low-income people build assets

development & poverty

room 440

Jon Jachimowicz

Community trust reduces myopic decisions of low-income individuals

Lindsay Moore & Katelin Wilton

Behaviorally-informed text messages increase engagement with parenting activities among Syrian refugees in Lebanon and Jordan: An RCT in an emergency response region

James Benjamin Tidwell

The high cost of poo taboos: How information asymmetry costs the public and private sectors billions

Broderick Turner

Reminders of food insecurity: Why food stamps are making poor Americans fat

health

hosack hall

Pierre Chandon

Which healthy eating nudges work best? A meta-analysis of behavioral interventions in field experiments

Joe Gladstone

The framing of the framing matters: Personal but not societal loss framing increases medication adherence

Eleanor Putnam-Farr

Balancing expectations versus satisfaction: Consider the recruitment technique

Erez Yoeli

Behavioral insights promote tuberculosis treatment success in a randomized control trial

roster

bspa team

founders

Craig Fox, UCLA

Sim Sitkin, Duke University

conference chair

Todd Rogers, Harvard University

conference organizers

Kate Wessels, BSPA

Kaye de Kruif, BSPA

Dave Nussbaum, BSPA

conference volunteers

Lerzan Coskun, NYU beELL

Santi Dewa Ayu, Harvard University

Hale Forster, Columbia University

Zoelene Hill, NYU beELL

Julie Hollander, LSE

Akhilesh Khakhar, Brooklyn Technical High School

Yana Kurchiko, NYU beELL

Lea Lupkin, ICF International/BSPA

Aynur Nabiyeva, Columbia University

Carly Robinson, Harvard University

Rebecca Schwartz, Harvard University

Laura Sitkin, SSRC

Michelle Spiegel, NYU beELL

Laura Zatz, Harvard University

keynotes & panelists

Colonel Richard E. Angle, Deputy Commanding Officer, 1st Special Forces Command (Airborne)

Dolly Chugh, NYU

Robert Cialdini, Arizona State University

Captain Bradley DeWees, Harvard University

Angela Duckworth, University of Pennsylvania

Elspeth Kirkman, Behavioral Insights Team

Rick Larrick, Duke University

Jennifer S. Lerner, Harvard University

Bridget Terry Long, Harvard University

Jens Ludwig, University of Chicago

Brigitte Madrian, Harvard Kennedy School

Macky McCleary, Administrator for the Rhode Island Division of Public Utilities and Carriers

Christy Nolta, the Pentagon, Washington, D.C

Philip Oreopoulos, University of Toronto

Denise Rousseau, Carnegie Mellon University

Larry Rudman, Kaplan Learning and Innovation

Regina Schwartz, New York City Mayor's Office

Eldar Shafir, Princeton University

Vice Admiral Herman A. Shelanski, Inspector General for the United States Navy and Marine Corps

Steven Sloman, Brown University

Scott Sonenshein, Rice University

Mary Steffel, Northeastern University & Office of Evaluation Sciences

Peter Ubel, Duke University

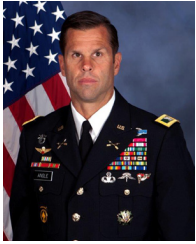
Josh Wright, ideas42

**lightning talk
presenters**

Anthony Barrows, ideas42
Luisa Blanco Raynal, Pepperdine University
Pierre Chandon, INSEAD
Paul Cohen, One Medical
Matthew Darling, ideas42
Alissa Fishbane, ideas42
Lisa Gennetian, New York University
Joe Gladstone, UCL School of Management
Margarita Gómez-García, National Public Policy Lab, Center for Research and Teaching in Economics (Mexico)
Tatiana Homonoff, NYU-Wagner
Jon Jachimowicz, Columbia Business School
Travis Jarrell, McKinsey & Company
Ari Kagan, Duke University's Center for Advanced Hindsight
Heather Kappes, London School of Economics & Political Science (LSE)
Alice Kathmandu, Stanford University
Leidy Klotz, University of Virginia
Derek Koehler, University of Waterloo
Job Krijnen, UCLA
Neil Lewis, Jr., Cornell University
Alicea Lieberman, Rady School of Management, University of California, San Diego

Jennifer Logg, Harvard Business School
Rebecca Lopez Kriss, City of Philadelphia, Department of Revenue
Lindsay Moore, The Behavioral Insights Team
Aaron Nichols, Duke University, Common Cents Lab
Shefali Patil, McCombs School of Business University of Texas at Austin
Ross E. O'Hara, Persistence Plus LLC
Eleanor Putnam-Farr, Yale Center for Customer Insights, Yale School of Management
Carly Robinson, Harvard University
Eugene Smit, McKinsey & Company
Stephanie Tepper, Duke University's Center for Advanced Hindsight
James Benjamin Tidwell, London School of Hygiene and Tropical Medicine
Broderick Turner, Northwestern University
Christoph Ungemach, TUM School of Management, Technische Universität München
Katelin Wilton, IRC
Hefen Wong, Ministry of Manpower, Singapore
Erez Yoeli, Yale Applied Cooperation Team

speakers



Colonel Richard E. Angle is the Deputy Commanding Officer (Airborne). COL Angle has led units at every echelon up to his current assignment as Deputy Commander of 1st Special Forces Command (Airborne). After graduating from the Infantry Officer Advanced Course and the Special Forces Qualification Course, COL Angle commanded Special Forces Operational Detachment 045 and served as the Battalion Assistant Operations Officer in 2nd Battalion, 10th Special Forces Group (Airborne). Later in his career he commanded 1st Battalion, 1st Special Forces Group (Airborne), Okinawa, Japan. Following this assignment he served as the Military Assistant to the Secretary of the Army. In his most recent assignment, he served as the Chief of Staff for the United States Army Special Operations Command. COL Angle participated in contingency and combat operations in Bosnia, Kosovo, Afghanistan, Pakistan, Iraq, the Horn of Africa, and the Philippines.

COL Angle holds a Bachelor of Science degree in Economics (West Point), a Master of Business Administration degree, and a Master of Science degree in National Resource Strategy. He also completed the Leadership Decision Making executive education program at the Harvard Kennedy School.



Dolly Chugh is an award-winning, tenured professor at the New York University Stern School of Business. She studies implicit bias and unintentional unethical behavior ("bounded ethicality"). Dolly teaches MBA courses in leadership, management, and negotiations as well as an undergraduate course to incarcerated students at the Wallkill Correctional Facility. She received the Stern School of Business Teaching Excellence Award in 2015.

Dolly's research integrates the theories and methods of social psychology, behavioral economics, judgment and decision making, sociology and education. She is currently writing a general audience book titled *The Person You Mean to Be* (Fall 2018, HarperCollins/Harper Business).

Dolly has been named one of the Top 100 Most Influential People in Business Ethics (a list which included Pope Francis, Angelina Jolie, and Bill Gates) by Ethisphere Magazine, a finalist for the Faculty Rising Star Pioneer Award by the Aspen Institute, and the recipient of the prestigious New York University Dr. Martin Luther King, Jr. Faculty Award (whose past recipients include Bryan Stevenson).

Prior to becoming an academic, Dolly worked at Morgan Stanley, Time Inc., Scholastic, and Merrill Lynch. Dolly received a B.A. from Cornell University where she earned a double major in Psychology and Economics and served as a two-time co-captain of the Varsity Tennis Team (1990), an M.B.A. from the Harvard Business School (1994), and a PhD in Organizational Behavior / Social Psychology from Harvard University (2006).



Robert B. Cialdini is the Regents' Emeritus Professor of Psychology and Marketing at Arizona State University. He has been elected president of the Society of Personality and Social Psychology. He is the recipient of the Distinguished Scientific Achievement Award of the Society for Consumer Psychology, the Donald T. Campbell Award for Distinguished Contributions to Social Psychology, the (inaugural) Peitho Award for Distinguished Contributions to the Science of Social Influence, The Lifetime Contributions Award of the Western Psychological Association, and the Distinguished Scientist Award of the Society of Experimental Social Psychology. Professor Cialdini's book *Influence*, which was the result of a three-year program of study into the reasons that people comply with requests in everyday settings, has sold over three million copies while appearing in numerous editions and 32 languages. Dr. Cialdini attributes his interest in social influences to the fact that he was raised in an entirely Italian family, in a predominantly Polish neighborhood, in a historically German city (Milwaukee), in an otherwise rural state.



Brad DeWees is a Captain in the U.S. Air Force and a doctoral student in judgment and decision-making at the Harvard Kennedy School of Government, Harvard University. He graduated from the Air Force Academy in 2009 as the top overall graduate in his class of more than 1,000. He has deployed to Afghanistan and served on the faculty in the Political Science Department at the Air Force Academy. As a doctoral student, his research focuses on accountability and its effects on decisions involving ambiguity. He's especially interested in how accountability in government affects military and national security policy.



Angela Duckworth is the Founder and CEO of Character Lab, a nonprofit whose mission is to advance the science and practice of character development. She is also the Christopher H. Browne Distinguished Professor of Psychology at the University of Pennsylvania.

Angela studies grit and self-control, two attributes that are distinct from IQ and yet powerfully predict success and well-being. Previously, Angela founded a summer school for low-income children that was profiled as a Harvard Kennedy School case study and, in 2012, celebrated its twentieth anniversary. She has also been a McKinsey management consultant and a math and science teacher. Angela completed her undergraduate degree in Advanced Studies Neurobiology at Harvard, an MSc in Neuroscience from Oxford University, and a PhD in Psychology at the University of Pennsylvania.

Angela's first book, *Grit: The Power of Passion and Perseverance*, debuted May 3, 2016 as an immediate New York Times best seller.



Craig Fox is the Harold Williams Professor of Management and chair of the Behavioral Decision Making area at the UCLA Anderson School of Management. He is also Professor of Psychology and Medicine at UCLA. Fox co-founded the Behavioral Science & Policy Association and is co-editor of its flagship journal, *Behavioral Science & Policy* (BSP). Prior to joining the UCLA faculty in 2003, Fox served on the faculty of Duke University's Fuqua School of Business and Northwestern University's Kellogg Graduate School of Management.

Dr. Fox's theoretical research focuses on judgment and decision making under uncertainty, and his applied research focuses on applying behavioral insights to improve health and financial decisions. He is former President of the Society for Judgment and Decision Making, and is current co-President of BSPA. Professor Fox teaches MBA and executive courses in managerial decision-making, negotiation, leadership, strategy and dynamic management, as well as Ph.D. courses in decision-making. He received a Ph.D. and M.A. in experimental psychology from Stanford University, and a B.A. in economics and psychology from UC Berkeley.



Elsbeth Kirkman is the Head of BIT North America, based in New York. Since its establishment in 2015, the North American office has run RCTs in over 30 US states, as well as taking on a growing portfolio of work in Canada and internationally. Our partners include: Bloomberg Philanthropies, whose What Works Cities program has supported our delivery of over 60 RCTs in its first two years; the International Rescue Committee; the City of New York; the Rideau Hall Foundation; and UNDP. Across our engagements we have worked on a range of policy issues, from housing choice, to charitable giving, to public health, and criminal justice.

Elsbeth was previously BIT's founding Director of the Behavioural Research Centre for Adult Skills and Knowledge (ASK); a three year program of work investigating the applications of behavioural science to adult education. During her time with BIT, Elspeth has worked on a range of complex social issues, leading evaluations in settings as diverse as foster care, national school funding, and employment.



Rick Larrick is the Hanes Corporation Foundation Professor of Business Administration and a Professor of Management and Organizations at Duke University's Fuqua School of Business. He serves as the faculty director for Fuqua's Center for Energy, Development, and the Global Environment (EDGE) and is a faculty affiliate of the Center for Research on Environmental Decisions (CRED) located at Columbia University. Larrick's research interests include individual, group, and organizational decision making. Specific areas of research examine environmental decision making, negotiation, group decision making, goal setting, and "debiasing" (techniques for helping people make better decisions). Larrick has published in psychology, management, and general science journals, including the Journal of Personality and Social Psychology, Psychological Review, Proceedings of the National Academy of Sciences, Cognitive Psychology, Management Science, Academy of Management Journal, and Organizational Behavior and Human Decision Processes. He is an associate editor for the journal Management Science and on the editorial boards of Psychological Science, Organizational Behavior and Human Decision Processes, and the Journal of Behavioral Decision Making. He has served on the editorial boards of Personality and Social Psychological Review, and Personality and Social Psychological Bulletin. Larrick is the incoming president for the Society of Judgment and Decision Making, a fellow of the Association for Psychological Science, and the 2016 recipient of Fuqua's Bank of America Outstanding Faculty Award. Larrick received his Ph. D. in social psychology from the University of Michigan in 1991. Prior to joining Duke in 2001, he taught at Northwestern's Kellogg Graduate School of Management (1991-1993) and at the University of Chicago's Graduate School of Business (1993-2001). Larrick received his B.A. in psychology and economics from the College of William and Mary.



Jennifer Lerner is a Professor of Public Policy and Management at the Harvard Kennedy School of Government and Co-Founder of the Harvard Decision Science Laboratory. She is the first psychologist in the history of the Harvard Kennedy School to receive tenure. Drawing insights from psychology, economics, and neuroscience, her research examines human judgment and decision making. Together with colleagues, she has developed a theoretical framework that successfully predicts the effects of specific emotions on specific judgment and choice outcomes.

Lerner is the first behavioral scientist ever appointed to the United States Secretary of the Navy's Advisory Panel and one of the first women ever appointed. In this role, she chairs a working group on evidence-based decision making and, more generally, provides strategic advice to the Secretary regarding management of the Navy and the Marine Corps. She also serves on the scientific advisory board for Accolade, Inc.; on an expert panel within the National Institutes of Health; and on the Faculty Steering Committee for Harvard's Mind-Brain-Behavior Initiative.

Lerner received her Ph.D. in psychology from the University of California – Berkeley. She lives in Cambridge, MA, with her husband (Brian P. Gill), their daughter, and their dog. Having had Systemic Lupus Erythematosus without remission since childhood, Lerner is a strong advocate of increasing employment for persons with disabilities.



Dr. Bridget Terry Long, Ph.D is the Saris Professor of Education and Economics at the Harvard Graduate School of Education. Long is an economist who specializes in the study of education, in particular the transition from high school to higher education and beyond. Her research focuses on factors that influence college student access, choice, and degree completion as well as other measures of postsecondary success.

Long is a Research Associate of the National Bureau of Economic Research (NBER), member of the Board of Directors for MDRC, and former Chair of the National Board for Education Sciences (NBES), the advisory panel of the Institute of Education Sciences (IES) at the U.S. Department of Education. Long has testified multiple times before Congressional Committees on education issues. She has also been awarded numerous research grants, including major awards from the Bill & Melinda Gates Foundation, the U.S. Department of Education, and the National Science Foundation (NSF). She received the Robert P. Huff Golden Quill Award from the National Association of Student Financial Aid Administrators (NASFAA) and National Academy of Education/Spencer Postdoctoral Fellowship. She has served as an advisor to many organizations, including the College Board, Bill & Melinda Gates Foundation, American Council on Education, Massachusetts Board of Higher Education, Ohio Board of Regents, and the I Have a Dream Foundation. Long received her Ph.D. and M.A. from the Harvard University Department of Economics and her A.B. from Princeton University.



Jens Ludwig, is the McCormick Foundation Professor at the University of Chicago and director of the University of Chicago Crime Lab. In 2008, Ludwig helped found the Crime Lab to partner with policymakers in Chicago and around the country to carry out large-scale policy experiments to identify more effective (and humane) ways to prevent crime and violence, and reduce the harms associated with the criminal justice system. Crime Lab studies have led to new policy initiatives in a number of cities, have been published in leading peer-reviewed scientific journals such as *Science* and the *Quarterly Journal of Economics*, and have received coverage in major news outlets such as the *New York Times* and *Wall Street Journal*. The Crime Lab is a past recipient of a \$1 million MacArthur Award for Creative and Effective Institutions. Ludwig is co-author (with Philip Cook) of *Gun Violence: The Real Costs* (2000, Oxford University Press), and serves on the editorial board of the *American Economic Review*. In 2012 he was elected to the Institute of Medicine of the National Academies of Science.



Brigitte Madrian is the Aetna Professor of Public Policy and Corporate Management at the Harvard Kennedy School. Before coming to Harvard in 2006, she was on the Faculty at the University of Pennsylvania Wharton School (2003-2006), the University of Chicago Graduate School of Business (1995-2003) and the Harvard University Economics Department (1993-1995). She is also a research associate and co-director of the Household Finance working group at the National Bureau of Economic Research. Dr. Madrian's current research focuses on behavioral economics and household finance, with a particular focus on household saving and investment behavior. Her work in this area has impacted the design of employer-sponsored savings plans in the U.S. and has influenced pension reform legislation both in the U.S. and abroad.

Dr. Madrian received her Ph.D. in economics from the Massachusetts Institute of Technology and studied economics as an undergraduate at Brigham Young University. She is a recipient of the Retirement Income Industry Association Achievement in Applied Retirement Research Award (2015) and a two-time recipient of the TIAA-CREF Paul A. Samuelson Award for Scholarly Research on Lifelong Financial Security (2002 and 2011).



Macky McCleary was appointed by the Governor as the new Administrator for the RI Division of Public Utilities and Carriers in September, 2016. He previously served as Director of the RI Department of Business Regulation where he served statutorily as the State Banking Commissioner, Commissioner of Insurance, Real Estate Administrator and State Boxing Commissioner. Macky was previously on the Board of Commissioners for RI Housing. He previously served as Deputy Commissioner for Environmental Quality (EQ) at the Connecticut Department of Energy and Environmental Protection (CT DEEP) for four years.

Prior to joining DEEP Macky was with McKinsey & Co., a global management consulting firm, for 5 years. At McKinsey he worked on a wide variety of strategy and operations projects for clients around the globe.

Before his work at McKinsey, Macky was the co-founder and president of EmPower CES, a start-up clean energy and green building development company. Macky built EmPower around a commitment to energy independence and environmental stewardship. The company remains in business marketing clean energy products and services to homeowners, businesses and institutions.

Macky holds a bachelor's degree from Yale and a Masters of Architecture from the Yale School of Architecture and earlier in his career worked as an architect and urban designer.



Christy Nolta is a member of the Senior Executive Service, is the Deputy Director, Air Force Staff, Headquarters U.S. Air Force, the Pentagon, Washington, D.C. She assists the Assistant Vice Chief of Staff and Director of the Air Force Staff in providing advice and assistance to the Secretary, Chief of Staff, Under Secretary and Vice Chief of Staff on numerous aspects of Air Force policies, plans and programs, maintains a continuing extensive interface with other elements throughout the Air Force, the White House, Department of Defense, National Security Council and State Department. As the Deputy Director of the Air Force Staff, Ms. Nolta coordinates, integrates and synchronizes the efforts of the entire headquarters staff and plans, coordinates and executes programs, policies and procedures for unique and politically sensitive projects.

Prior to this assignment, she was the Deputy Director, Legislative Liaison, Office of the Secretary of the Air Force, the Pentagon, Washington, D.C. She was responsible for organizing, coordinating, and resourcing the Legislative Liaison Directorate. Ms. Nolta developed and executed the Air Force legislative program and ensured that the Air Force provided a consistent and cohesive message through Congressional engagements, inquiries and correspondence. She worked with members of Congress, congressional staffs, and senior Air Force leaders on legislative issues that affect Air Force programs, policies and weapon systems. She prepared senior Air Force leaders for congressional hearings, providing critical oversight of the legislative process of Air Force nominations requiring Senate confirmation.

Ms. Nolta entered the Air Force Reserve in 1986 after receiving her commission through the Air Force Reserve Officer Training Corps.



Todd Rogers is a behavioral scientist who is an Associate Professor of Public Policy at the Harvard Kennedy School. He is Director of the Student Social Support R&D Lab (www.s3rd.org).

Most of his current research sits at the intersection of education, psychology, judgment and decision-making, and behavioral economics. Many of his research projects explore the impact on student achievement of mobilizing the support of students' family and friends.

Prior to joining the faculty at HKS, he was founding Executive Director of the Analyst Institute, LLC, which uses randomized field experiments and behavioral science insights to understand and improve voter communication program. Todd is a Senior Researcher with the think tank ideas42. Todd was named a Rising Star by Politics Magazine for his work in the 2008 election cycle, and a 40 under 40 award winner by New Leaders Council for leadership in politics. He received his Ph.D. jointly from Harvard's department of Psychology and Harvard Business School, and received his B.A. from Williams College where he majored in Religion and Psychology.



Denise M. Rousseau is a scholar and educator on positive organizational practices, and is the H.J. Heinz II University Professor of Organization Behavior, Heinz College and Tepper School of Business. She was the 2004-2005 President of the Academy of Management and served as Editor-in-chief, *Journal of Organizational Behavior*.

Rousseau's research has two streams; one, focusing on the use of evidence in organizational decision making, and the other, on the impact workers have on the employment relationship and the firms that employ them. She is recognized for developing the theory of the psychological contract, (*Great Minds in Management*, Oxford University Press, edited by Ken Smith and Michael Hitt). Her publications include over a dozen books and 200 articles and monographs in management and psychology journals.



Larry Rudman received his BA from Yale in 1989, and as a member of the first Teach for America class received a first-hand education in teaching in Brooklyn middle schools. He then pursued his doctorate in Human Development and Psychology at the Harvard Graduate School of Education. Previously employed by educational software company Sunburst Technology, Larry has been with Kaplan for the past twelve years, overseeing asset development and leading the Learning Sciences Team. He was appointed VP of Instructional Design and Research in November 2013, and continues to work closely with top-flight international researchers.



Regina Schwartz is the Director of the Public Engagement Unit for the City of New York. The PEU team is passionate about reaching out to and building relationships with New Yorkers on a range of issues so that they can access the city services they are entitled to and live in the city they love. PEU also works to ensure the adoption of modern outreach tools and best practices throughout the Administration, lending support to a many city initiatives. Regina also served as the Chief of Staff for Intergovernmental Affairs for the Mayor. She has expertise in the behavioral science of civic engagement, global and online organizing, scientifically-proven methods for increasing voter turnout and engagement, and improving the effectiveness of organizational communication. Formerly, she was the Deputy Director of the Analyst Institute, where she worked closely with hundreds of progressive organizations and the Obama Campaign to incorporate randomized experiments and scientifically proven best practices into their efforts. Regina worked in the Washington Office of Kirsten Gillibrand and has a field and Union organizing background. She studied organizing and social movements under Marshall Ganz at Harvard College.



Eldar Shafir is the Class of 1987 Professor of Behavioral Science and Public Policy at Princeton University, Director of Princeton's Kahneman-Treisman Center for Behavioral Science and Public Policy, and scientific director at ideas42, a social science R&D lab. His research focuses on cognitive science and behavioral economics, with particular interest in the application of behavioral research to policy. He is Past President of the Society for Judgment and Decision Making, Visiting Faculty at the Blavatnik School of Government at Oxford University, and a member of the World Economic Forum's Global Council on the Future of Behavioral Sciences. He is a Guggenheim Fellow, and a member of the American Academy of Arts and Sciences. Shafir served as a member of President Barack Obama's Advisory Council on Financial Capability, and was named one of *Foreign Policy Magazine's* 100 Leading Global Thinkers of 2013. He edited "*The Behavioral Foundations of Public Policy* (2012)," and co-authored, "*Scarcity: Why Having Too Little Means So Much* (2013)." He received a BA from Brown University and a PhD from MIT.



Vice Admiral Herman A. Shelanski holds a Bachelor of Science in Molecular, Cellular and Developmental Biology from the University of Colorado and a Master of Science in Electrical and Space Systems Engineering from the Naval Postgraduate School. He is a graduate of the Armed Forces Staff College, the Navy Nuclear Power School and Prototype, the Naval Reactors Commanding Officer Nuclear Engineer Course, as well as the Naval War College.

At sea, he served as the assistant navigator aboard USS Independence (CV 62), and completed several deployments in the E-2C Hawkeye. His first squadron, Carrier Airborne Early Warning Squadron (VAW) 117, won two consecutive Chief of Naval Operations (CNO) Battle "E" Awards, Safety Awards and the Airborne Early Warning (AEW) Excellence Award, and he personally was selected as the 1985 Hawkeye of the Year. He commanded VAW-121, the "Bluetails", aboard USS John C. Stennis (CVN 74) and was again awarded the CNO Battle "E" Award, Safety Award and the AEW Excellence Award. He commanded, then decommissioned the U.S. 6th Fleet's fighting command ship, USS La Salle (AGF 3), and served as the first executive officer aboard USS Ronald Reagan (CVN 76) before commanding USS Harry S. Truman (CVN 75) including a seven-month deployment to the Arabian Gulf in support of Operation Iraqi Freedom. Harry S. Truman was awarded the 2008 CNO Safety Award, Battle "E" Award and the Secretary of Defense Large Category Maintenance Award. He also commanded Carrier Strike Group (CSG) 10, consisting of Harry S. Truman and Carrier Air Wing (CVW) 3 Team comprised of 15 warships and more than 8,000 Sailors, including command of three international fleet exercises.

Ashore, he served as a NFO flight instructor; as an action officer on the Joint Staff, J6 Directorate for Command, Control, Communications, and Computers in Washington, D.C.; and as the air operations officer for the Commander, U.S. Naval Forces Central Command/5th Fleet in Bahrain. He served as the executive assistant to the deputy commander at U.S. Joint Forces Command (USJFCOM) and to the Commander USJFCOM/NATO Supreme Allied Commander for Transformation. He also served on the OPNAV staff as director of the Navy's Environmental Readiness Division. He also served as the senior military advisor to the deputy secretary of defense. He most recently served on the OPNAV staff as the division director for Assessments (N81), helping ensure the Navy delivered the most capable platforms to the fleet.

Shelanski assumed his duties as the 40th Naval Inspector General on May 15, 2015.

Shelanski's personal decorations include the Defense Superior Service Medal, the Legion of Merit, the Defense Meritorious Service Medal and additional individual, campaign and unit awards.



Sim Sitkin is the Michael W. Krzyzewski University Professor of Leadership, Professor of Management and Public Policy, Founding Faculty Director of the Fuqua/Coach K Center on Leadership and Ethics at the Fuqua School of Business, and Director of the Behavioral Science and Policy Center at Duke University. Professor Sitkin's research focuses on leadership and control systems, and their influence on risk taking, accountability, trust, learning, M&A processes, and innovation. His research has appeared in such publications as *Academy of Management Annals*, *Academy of Management Journal*, *Academy of Management Review*, *Administrative Science Quarterly*, *Harvard Business Review*, and *Organization Science*. His most recent books are *Organizational Control* (2010), *The Six Domains of Leadership* (2015) and *Routledge Companion to Trust* (2017). He is Founding Editor of *Behavioral Science & Policy*, Consulting Editor of *Science You Can Use*, Advisory Board Member of the *Journal of Trust Research*. Prior to obtaining his PhD in organizational behavior from Stanford University, Sim spent over ten years in a variety of managerial and executive roles with responsibility for planning, information technology, financial administration, and research in consulting, non-profit, and government organizations.



Steven Sloman is a Professor of Cognitive, Linguistic, and Psychological Sciences at Brown University where he has worked since 1992. He did his PhD in Psychology at Stanford University from 1986-1990 and then did post-doctoral research for two years at the University of Michigan. He is currently Editor-in-Chief of the journal *Cognition*. Steven is a cognitive scientist who studies how people think. He has studied how our habits of thought influence the way we see the world, how the different systems that constitute thought interact to produce conclusions, conflict, and conversation, and how our construal of how the world works influences how we evaluate events and decide what actions to take. His book with Phil Fernbach, *The Knowledge Illusion: Why We Never Think Alone*, is now on sale.



Scott Sonenshein is the Henry Gardiner Symonds Professor of Management at Rice University and author of "Stretch". His award winning research, teaching, and consulting has helped Fortune 500 executives, entrepreneurs, and professionals in industries such as technology, energy, healthcare, retail, education, banking, manufacturing, and non-profits. He holds a PhD in management and organizations from the University of Michigan, an MPhil from the University of Cambridge, and a BA from the University of Virginia. He has also worked as a strategy consultant for companies such as AT&T and Microsoft and lived the rise and fall of the dotcom boom while working at a Silicon Valley startup.

Scott's research appears in the very top journals and often uses inductive field methods, including interviews, observations, and participant-observation. He also uses experiments and surveys to add confidence to his findings. He has contributed to several bodies of research in management and psychology, including change, creativity, decision making and influence. Scott currently sits on five distinguished editorial boards, and is a former associate editor of the *Academy of Management Journal*.

Scott has written for many national media outlets, including *The New York Times*, *Time Magazine*, *Fast Company* and *Harvard Business Review*. He has appeared on numerous television networks and NPR and local radio shows. Learn more at www.ScottSonenshein.com.



Mary Steffel is an Assistant Professor of Marketing at the D'Amore-McKim School of Business at Northeastern University. She is a fellow on the Office of Evaluation Sciences at the General Services Administration and served as a fellow on the White House Social and Behavioral Sciences Team. She received her Ph.D. in psychology from Princeton University and her Ph.D. in marketing from the University of Florida. She studies how social factors influence judgment and decision making and how to leverage these insights to address substantive problems in the marketing and policy domains.



Peter Ubel is a physician and behavioral scientist whose research and writing explores how people make decisions related to health and health care. He is the Madge and Dennis T. McLawhorn University Professor of Business, Public Policy and Medicine at Duke University. He is director of the Program for Improving Healthcare Consumerism, and core faculty at the Duke-Margolis Center for Health Policy. He uses the tools of decision psychology and behavioral economics to explore topics like informed consent, shared decision making and health care cost containment. He has authored over 250 academic publications, the majority of which involve empirical explorations of decision psychology as it pertains to health care. He has written for the *New York Times*, the *Los Angeles Times*, the *Atlantic*, the *New Yorker*, and is a regular contributor at *Forbes*. His books include *Pricing Life* (MIT Press 2000), *Free Market Madness* (Harvard Business Press, 2009) and *Critical Decisions* (HarperCollins, 2012). You can find his blogs and other information at <http://www.peterubel.com/>



Kate Wessels is the Executive Director of the Behavioral Science & Policy Association, where she publicizes the thoughtful application of rigorous behavioral science research serving the public interest. Kate is accountable for vetting, organizing, and promoting behavioral policy insights, leading community building collaboration between scientists and practitioners, and connecting individuals and organizations through conferences, spotlight workshops, taskforces, and the publication of BSPA's flagship journal Behavioral Science & Policy. Prior to joining BSPA, Kate spent over a decade working in academia, running global executive education initiatives and educational start-ups in the learning and development space, and held roles at the UCLA Anderson School of Management (USA), London Business School (UK), Imperial College Business School (UK) and the University of Cape Town (SA). Kate holds a Bachelor of Commerce degree in Economics and Law from the University of Cape Town, a Bachelor of Commerce Honors degree in Financial Analysis and Portfolio Management from the University of Cape Town and a Masters degree in Behavioral Science from the London School of Economics and Political Science (LSE). A native South African, Kate is most interested in the impact that behavioral science can have on poverty and development initiatives throughout the developing world.



Josh Wright is an Executive Director at ideas42. In addition to responsibility for the organization overall, Josh focuses on designing and implementing behavioral solutions to problems in financial services, poverty, healthcare, and education. Josh has extensive experience in the for-profit, non-profit, and public sectors; industry experience in financial services, media and entertainment, housing, and youth development; and functional expertise in business strategy, new business development, and new venture creation.

Immediately prior to joining ideas42, Josh headed up the Office of Financial Education and Financial Access at the United States Department of the Treasury, where he worked with ideas42 founder Sendhil Mullainathan. Previously, Josh held positions at the Center for Community Change, Booz Allen and Hamilton's Commercial Management Consulting business, and was a Senior Executive at Bertelsmann's Random House, Inc.

In addition, Josh served two terms as an elected City Councilmember for the City of Takoma Park, Maryland. Josh has been a visiting lecturer at the Princeton Woodrow Wilson School, serves on the World Economic Forum Global Agenda Council on Behavior, and is a frequent public speaker on applied behavioral science. He holds a BA in Economics from Wesleyan University and an MBA from the Yale School of Management.

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part 2

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