



## conference agenda

inaugural conference  
june 18, 2015

All sessions will be held in Harvard Hall, unless otherwise indicated.

- 8:00am**      **Coffee & Danishes**
- 8:35am**      **Welcome & Agenda Setting**  
Craig Fox, Sim Sitkin, & Katherine Milkman
- 8:50am**      **In Conversation**  
Dick Thaler & David Brooks
- 9:30am**      **Plenary Panel on Recent Developments**  
Panelists:      Laszlo Bock  
                     David Coleman  
                     Elspeth Kirkman  
                     Maya Shankar  
                     Josh Wright  
Moderator:      David Gergen
- 10:20am**      **Break**
- 10:45am**      **Policy-focused Keynote Addresses**  
Max Bazerman: Justice & Ethics  
Elke Weber: Energy & Environment  
Dean Karlan: Financial Decision Making
- 11:30am**      **Lightning Talk Session I**  
See page 3 for location and speaker details
- 12:10pm**      **Luncheon**      **Location: North/Biddle**
- 1:10pm**      **Keynote Discussion**  
Ambassador Samantha Power  
U. S. Ambassador to the United Nations  
Hosted by Aaron Chatterji

### Conference co-sponsors

Deloitte Consulting, LLP  
The Center for Decision Sciences at Columbia Business School  
The Center for Health Incentives and Behavioral Economics at the Leonard Davis Institute at the University of Pennsylvania  
The Center for Public Leadership and the Behavioral Insights Group at the Harvard Kennedy School  
The Rady School of Management at the University of California, San Diego

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**1:40pm Policy-focused Keynote Addresses**

Kevin Volpp: Health  
Ron Haskins: Education  
Adam Grant: Management, Technology, & Innovation

**2:25pm Lightning Talk Session 2**

See next page for location & speaker details

**3:05pm Break**

**3:25pm Behavioral Science in the U. S. Government**

Cass Sunstein

**3:55pm The Future of Behavioral Science for Policy**

Sendhil Mullainathan  
Chip Heath

**4:15pm Panel on "The Future"**

Panelists: John Arnold  
David Brooks  
Chip Heath  
Sendhil Mullainathan  
Cass Sunstein  
Moderator: David Gergen

**4:55pm Concluding Remarks**

Craig Fox & Sim Sitkin

**5:00pm Cocktail Reception**

**Location: Slocum/East/Mahogany**

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# lightning talks

## session 1 **Track 1: Financial Decision Making** **Harvard Hall**

- Alexander Brown Behavioral insights from financial decision-making with spending, saving, and debt
- Judd Kessler Social forces and identity in charitable giving
- Ye Li Golden or graying? Economic decisions and cognitive aging
- Abigail Sussman Maximizing total wealth: The case of savings versus debt

## **Track 2: Energy & Environment** **Cambridge**

- On Amir Driving pro-environmental choice
- Tatiana Homonoff Can small incentives have large effects? The impact of taxes versus bonuses on disposable bag use
- Kelly Peters Good bills pay off: Nudging energy
- Erez Yoeli Harnessing reciprocity to promote contributions to public goods

## **Track 3: Justice & Ethics** **West**

- Steven Blader Fair process as a strategy for gaining policy support: Caveats and solutions
- Sreedhari Desai Can men who are domestic traditionalists be organizational egalitarians?
- Sunita Sah The business of medicine: Discrepancies in conflict of interest policies and effective disclosure
- Mary Steffel Ethically deployed defaults: Transparency and protection via disclosure and preference articulation

## session 2 **Track 1: Health** **Harvard Hall**

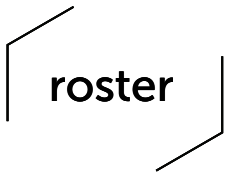
- Saurabh Bhargava The behavioral economics of health plan choice and insurance reform
- Gretchen Chapman Vaccination defaults
- Carol Graham Bentham and Aristotle in the Census Bureau? Well-being metrics, economics, and public policy
- Saad Omer Immunization mandates as nudge

## **Track 2: Education** **Cambridge**

- Ben Castleman The 160-character solution: How text messages are transforming education
- Todd Rogers Mobilizing families to reduce student absences
- Michael Sanders Aspirations and education: Does the heart rule the head? Evidence from randomized experiments
- Anuj Shah Slowing down youth violence

## **Track 3: Management, Technology, & Innovation** **West**

- Herman Aguinis Managing and producing star performers in 21st-century organizations
- Linda Babcock Gender differences in the demand and supply of non-promotable tasks: 'Just say no' is not the answer
- Alex Imas Do people anticipate loss aversion? Using loss contracts as a commitment device
- John Sterman Interactive simulations for climate change policy and risk communication



# roster

## bspa team

### Founders

Craig Fox, UCLA  
Sim Sitkin, Duke

Diana Ascher, UCLA  
Kaye de Kruif, Duke  
Christina Rader, Duke  
David Schkade, UCSD  
Kate Wessels, UCLA

### Conference organizer

Katherine Milkman, UPenn

## keynotes & panelists

John Arnold, LJAF  
David Coleman, College Board  
Aaron Chatterji, Duke  
Max Bazerman, Harvard  
Laszlo Bock, Google  
David Brooks, New York Times  
David Gergen, Harvard/CNN  
Adam Grant, UPenn  
Ron Haskins, Brookings  
Chip Heath, Stanford

Dean Karlan, Yale  
Elspeth Kirkman, BIT  
Sendhil Mullainathan, Harvard  
Maya Shankar, USOSTP  
Cass Sunstein, Harvard  
Dick Thaler, UChicago  
Kevin Volpp, UPenn  
Elke Weber, Columbia  
Josh Wright, ideas42

## lightning talk presenters

Herman Aguinis, Indiana-Bloomington  
On Amir, UCSD  
Linda Babcock, Carnegie Mellon  
Saurabh Bhargava, Carnegie Mellon  
Steven Blader, NYU  
Alexander Brown, Texas A & M  
Ben Castleman, UVA  
Gretchen Chapman, Rutgers  
Sreedhari Desai, UNC  
Carol Graham, Brookings  
Tatiana Homonoff, Cornell  
Alex Imas, Carnegie Mellon

Judd Kessler, UPenn  
Ye Li, UCR  
Saad Omer, Emory  
Kelly Peters, BEworks  
Todd Rogers, Harvard  
Sunita Sah, Georgetown  
Michael Sanders, BIT  
Anuj Shah, UChicago  
Mary Steffel, UCincinnati  
John Sterman, MIT  
Abigail Sussman, UChicago  
Erez Yoeli, Harvard



Log in to <http://behavioralpolicy.org> for more information about the Behavioral Science & Policy Association and the global community of researchers and practitioners dedicated to the application of behavioral science insights to policy.