BSPA conference 2018

washington, DC

behavioral
science & policy association
agenda

7:45am  registration & continental breakfast  
         the pavilion foyer

8:30am  welcome and agenda setting  
         the pavilion
         Hear from our co-founders and conference chair as they introduce the Behavioral Science & Policy  
         Association’s annual conference - and find out how to get the most out of your experience in DC with us!  
         Dolly Chugh, Craig Fox & Sim Sitkin

8:45am  authors shaping new perspectives - challenging the status quo  
         the pavilion
         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.
         speakers
         Dolly Chugh, The Person You Mean to Be
         David DeSteno, Emotional Success
         Michele Gelfand, Rule Makers, Rule Breakers: How Culture Wires Our Minds
         moderator
         Modupe Akinola, Columbia University

9:30am  policy-focused keynotes  
         the pavilion
         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, financial decision making and justice & ethics.
         speakers
         Amanda Caricco, energy & environment
         Hai Hershfield, financial decision making
         Jonathan Haidt & Spencer Greenberg, justice & ethics

10:10am break and transfer to lightning talk parallel sessions  
       Speakers will focus on the ‘latest’ behavioral research findings in three policy focus areas: energy &  
       environment, financial decision making, and justice & ethics. Participants can select one of three separate  
       tracks to attend, and will come away from each talk with novel, actionable insights

10:30am lightning talk parallel sessions 1  (see page 4 for speakers )  
       various rooms

11:10am transfer to policy challenge parallel sessions  
       various rooms
11:20am **policy challenge sessions**

**hemisphere a & hemisphere b**

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.

- **streamlining the U.S. Department of Agriculture acreage reporting process to improve customer experience**
  - **hemisphere a**
  - **client** Robert Johansson, Chief Economist at the US Department of Agriculture (USDA)
  - **moderator** Amira Chouelki Boland, Deputy Director, Office of Evaluation Sciences, U.S. General Services Administration
  - **panel** Dolly Chugh, New York University
    Eric Johnson, Columbia University
    Hal Hershfield, UCLA

- **reducing energy usage in project-based U.S. Department of Housing and Urban Development-assisted units.**
  - **hemisphere b**
  - **client** Christopher Bourne, Senior Policy Advisor at the US Department of Housing and Urban Development (HUD)
  - **moderator** Michael DiDomenico, Fellow, Office of Evaluation Sciences, U.S. General Services Administration
  - **panel** Syon Bhanot, Swarthmore College
    Mary Steffel, Northeastern University
    Josh Wright, ideas42

12:20pm **lunch buffet**

the pavilion foyer

1:40pm **presentation of 2018 BSPA best publication award**

the pavilion

BSPA’s inaugural Behavioral Policy Award recognizes research that advances the rigorous application and development of behavioral and social science to policy and practice in public, private and non-profit sectors. The goal is to encourage work that has the potential to improve the quality of life of individuals and/or organizations.

- **presented by Eric Johnson**

1:50 pm **keynote**

the pavilion

Can you avoid the common pitfalls made by others when applying behavioral science to policy? Join Daniel Kahneman as he walks us through the lessons from his new book, Noise, which explores an important and widely neglected source of human error, one that takes a serious toll in terms of money and lives, leads to pervasive unfairness in society and reduces the quality of judgments and decisions everywhere.

- **speaker** Daniel Kahneman
2:20pm  **evidence-based policy commission panel**  
**the pavilion**

This panel features four representatives of the bipartisan Commission on Evidence-Based Policymaking, formed in 2017. They will speak about their recommendations for increasing the availability and use of data in order to build evidence about government programs, while protecting privacy and confidentiality, as well as the opportunities this work offers practitioners, policy-makers, and researchers.

**panelists**
- Nick Hart, Director of BPC’s Evidence-Based Policymaking Initiative
- Sherry Glied, Dean of New York University’s Robert F. Wagner Graduate School of Public Service
- Nancy Potok, Chief Statistician of the United States at OMB
- **moderator**
  - Robert Shea, Principal at Grant Thornton, Public Sector Strategy Practice

3:00pm  **break**

3:20pm  **policy-focused keynotes**  
**the pavilion**

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 additional policy areas of focus where we particularly seek to encourage an interchange between behavioral scientists and policy makers: management & labor, education and health.

**speakers**
- Carrie Leana, management & labor
- Todd Rogers, education
- Kevin Volpp, health

4:00pm  **break and transfer to lightning talk parallel sessions**

4:10pm  **lightning talk parallel sessions 2**  *(see page 4 for speakers)*  
**various rooms**

5:00pm  **nudging in the field panel - international, local and NGO perspectives**  
**the pavilion**

Engage with our expert panel as they discuss their latest projects, successes and opportunities for collaboration as we take a sweeping look at behavioral science around the world in this final session.

**panelists**
- Varun Gauri, World Bank
- Elizabeth Hardy, Privy Council Office, Government of Canada
- David Yokum, Executive Office of the Mayor, Washington DC
- **moderator**
  - Amira Choueiki Boland, Office of Evaluation Sciences, U.S. General Services Administration

5:30pm  **concluding remarks & next steps**  
**the pavilion**

- Dolly Chugh, Craig Fox & Sim Sitkin

5:35pm  **cocktail reception**  
**the pavilion foyer**
lightning sessions

**session 1**

**financial decision making**
**the pavilion**
Syon Bhanot
Behavioral Science for the Truly Impoverished
John Guyton & Shrupti Shah
A Behavioral Insights Framework and Toolkit as an Instrument to Promote Behavioral Research
Garrett Meccariello & Tobias Nasgarde
The Marketers Antagonist: Nudging to Reduce Unnecessary Spending Behavior in Cashless Environments

**energy & environment**
**hemisphere a**
David Hagmann
The Good is the Enemy of the Best: The Hidden Cost of Soft Paternalism
John Pickering
Using Behavioral Science to Protect The Great Barrier Reef
Reuven Sussman
How to Talk About Home Energy Upgrades: A Message Framing Experiment

**justice & ethics**
**hemisphere b**
Amanda Chuan
A Field Study of Charitable Giving Reveals that Reciprocity Decays over Time
Margarita Gómez-García
Can Behavioral Science Help to Increase Honesty in Public Servants? The Foot in the Door Perspective
Alexandra Feldberg
Are You a Guest? Racial Discrimination in Customer Service

**session 2**

**health**
**the pavilion**
Charles Dorison
The Mis-Use of Emotion as a Lever of Behavior Change: The Case of Sadness and Smoking
Karina Lorenzana
Benchmarks, Bar Charts, and LARCs in Nepal: Results from a Peer Comparison Experiment
Laura Zatz
The Effect of Graphic Warning Labels on Sugary Drink Purchasing

**education & culture**
**hemisphere a**
Jirs Meuris
Financial Worry and Academic Performance
Cynthia Parshall & Sarita Parikh
Access Isn’t Enough: The Use of Behavioral Tools to Transform an Adult Education Benefit Program
Broderick Lee Turner
Body Camera Footage Reduces Perceived Intent

**management & labor**
**hemisphere b**
Charlotte Blank
Are Firms Loss Averse? Pre-Payments, Bonus Claw-Backs, and Sales Performance in the Auto Industry
Edward Chang
Diversity Thresholds: How Social Norms, Visibility, and Scrutiny Relate to Group Composition
Natalie Dabney
When a Small Fee Matters: Improving Firefighter Diversity in the FDNY
### bspa team

**founders**  
Craig Fox, UCLA  
Sim Sitkin, Duke University  

**conference chair**  
Dolly Chugh, NYU  

**conference organizers**  
Kate Wessels, BSPA  
Kaye de Kruif, BSPA  
Dave Nussbaum, BSPA

### volunteers

Ilana Brody, Center for Applied Behavioral Sciences, MDRC  
Jonathan Bogard, UCLA  
Stephanie Chan, Harvard University  
Danbee Chon, Duke University  
Matthew Cohen, Columbia University  
Santi Dewa Ayu, Harvard University  
Alki Iliopoulou, Harvard Decision Science Lab  
Lea Lupkin, ICF International/BSPA  
Edmund Morris, University of Maryland  
Laura Sitkin, SSRC  
Adam Stanaland, Duke University

### speakers

Modupe Akinola, Columbia University  
Syon Bhanot, Swarthmore College  
Amira Choueiki Boland, Office of Evaluation Sciences, U.S. General Services Administration  
Christopher Bourne, US Department of Housing and Urban Development  
Amanda Carrico, University of Colorado, Boulder  
David DeSteno, Northeastern University  
Michael DiDomenico, Office of Evaluation Sciences, U.S. General Services Administration  
Varun Gauri, World Bank  
Michele Gelfand, University of Maryland  
Spencer Greenberg, Spark Wave  
Jonathan Haidt, New York University  
Elizabeth Hardy, Government of Canada  
Nick Hart, BPC  
Hal Hershfield, UCLA  
Robert Johansson, US Department of Agriculture  
Eric Johnson, Columbia University  
Daniel Kahneman, Princeton University  
Carrie Leana, University of Pittsburgh  
Nancy Potok, US Office of Management and Budget  
Todd Rogers, Harvard University  
Robert Johnston Shea, Grant Thornton  
Mary Steffel, Northeastern University/OES  
Kevin Volpp, University of Pennsylvania  
Josh Wright, ideas42  
David Yokum, The Lab@DC

### lightning talk presenters

Syon Bhanot, Swarthmore College  
Charlotte Blank, Maritz  
Edward Chang, The Wharton School, University of Pennsylvania  
Amanda Chuan, The Wharton School, University of Pennsylvania  
Natalie Dabney, ideas42  
Charles Dorison, Harvard Kennedy School  
Alexandra Feldberg, Harvard University  
Margarita Gómez-García, National Laboratory of Public Policy  
John Gupton, US Internal Revenue Service  
David Hagmann, Carnegie Mellon University  
Karina Lorenzana, ideas42  
Garrett Meccariello, University of Pennsylvania  
Jirs Meuris, University of Wisconsin-Madison  
Tobias Nasgarde, University of Pennsylvania  
Sarita Parikh, GED Testing Service  
Cynthia Parshall, Touchstone Consulting  
John Pickering, Behaviour Innovation  
Shrulpti Shah, Deloitte Consulting  
Reuven Sussman, American Council for an Energy-Efficient Economy  
Broderick Lee Turner, Northwestern University  
Laura Zatz, T.H. Chan School of Public Health, Harvard University
save the date!
the 5th Annual BSPA conference will be in New York City on June 14th, 2019!

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contact details
want more information on membership or have a question that we can help you with? contact Kaye de Kruij at

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