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
Hal 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**

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	reducing energy usage in project-based *U.S. Department of Housing and Urban Development*-assisted units. hemisphere b
client	**client**
Robert Johansson, Chief Economist at the US Department of Agriculture (USDA)	Christopher Bourne, Senior Policy Advisor at the US Department of Housing and Urban Development (HUD)
moderator	**moderator**
Amira Choueiki Boland, Deputy Director, Office of Evaluation Sciences, U.S. General Services Administration	Michael DiDomenico, Fellow, Office of Evaluation Sciences, U.S. General Services Administration
panel	**panel**
Dolly Chugh, New York University Eric Johnson, Columbia University Hal Hershfield, UCLA	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

roster

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
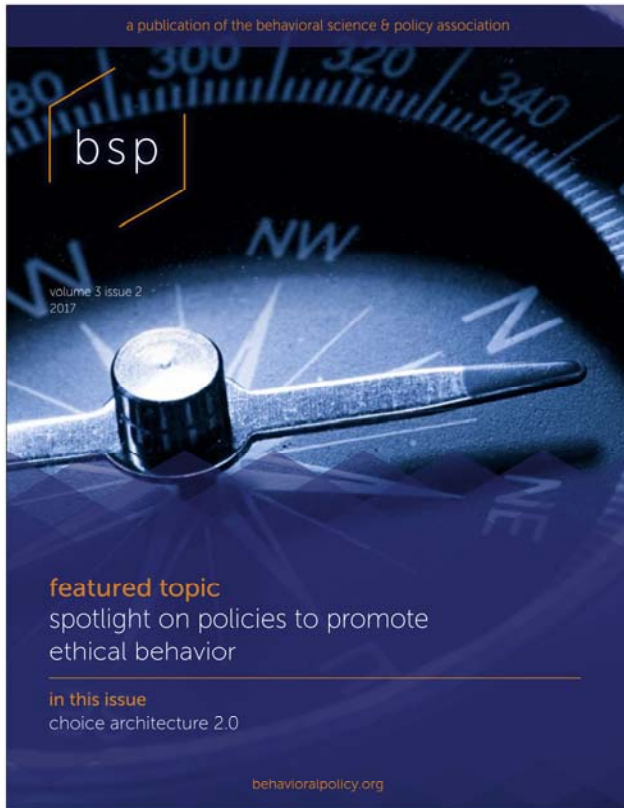Josh Wright, ideas42
David Yokum, The Lab@DC

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 Guyton, 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
Shrupti 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

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bsp

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2017

featured topic
spotlight on policies to promote ethical behavior

in this issue
choice architecture 2.0

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