

behavioral
science & policy association

BSPA CONFERENCE 2024

Online conference – May 2–3, 2024

theme: technology & society

The background of the entire page is a vibrant digital cityscape at night. The lower portion shows a skyline of illuminated skyscrapers in various colors (yellow, blue, white). Overlaid on this is a complex, glowing network of blue lines and nodes, resembling a data network or a globe. Various white icons are scattered throughout, including a smartphone, a car, a house, a person, a location pin, a bar chart, and a cloud. The overall aesthetic is futuristic and tech-oriented.

11:00am

welcome remarks

Hear from our co-founders and conference chairs as they introduce the BSPA annual conference - and learn how to get the most out of your virtual experience with us!

Craig Fox, UCLA
Michael Hallsworth, The Behavioral Insights Team
Anuj Shah, University of Chicago
Sim Sitkin, Duke University

11:10am

panel discussion: policy making

This panel will share the latest real-world insights on how behavioral science is being combined with new technology to advance policy goals — and what the potential risks are for governments.

speakers

Nicholas Chesterley, Financial Sector Policy Branch, Dept of Finance Canada
Irene González, Plan Ceibal
Laura Smart, Behavioural Hub

moderator

Beth Blauer, Johns Hopkins University

12:00pm

book panel: how technology shapes society

This book panel will examine how the choices we make about technology have a profound impact on each generation's fortunes and understanding of the world.

speakers

Simon Johnson — "Power and Progress: Our Thousand-Year Struggle Over Technology and Prosperity" — MIT
Jean Twenge — "Generations: The Real Differences Between Gen Z, Millennials, Gen X, Boomers, and Silents—and What They Mean for America's Future" — San Diego State University
Sander van der Linden — "Foolproof: Why Misinformation Infects Our Minds and How to Build Immunity" — University of Cambridge

moderator

Dolly Chugh, New York University

12:45pm

break

1:15pm

topic-focused keynote addresses

Hear from our community thought leaders as they discuss the behavioral science findings most relevant to promoting the application of rigorous behavioral science research to concrete societal challenges. In this first of two topic-focused panels, we feature experts in the behavioral science of: poverty & financial well-being; environment & sustainability; and global health

area 1: poverty & financial wellbeing

Tatiana Homonoff, New York University

area 2: environment & sustainability

Elke Weber, Princeton University

area 3: global health

Jeannie Annan, International Rescue Committee

-
- 2:15pm **parallel sessions: lightning talks in three areas**
Following the topic-focused keynote addresses, competitively selected presentations will describe recent research with novel, actionable insights. Participants will select one of three parallel sessions to attend: poverty & financial well-being; environment & sustainability; and global health.
- various speakers**
- 3:00pm **break**
- 3:30pm **panel discussion: how can behavioral science inform AI regulation**
This panel discussion draws on evidence.
- speakers**
- Kristian Hammond**, Northwestern University
Paula Goldman, Salesforce
- moderator**
- Aaron "Ronnie" Chatterji**, Duke University
- 4:15 pm **keynote: algorithms - the next frontier for choice architecture**
- speaker**
- Sendhil Mullainathan**, University of Chicago
- 5:00 pm **day 1 closing remarks**

friday
may 3

11:00 am

welcome remarks

11:15 am

fireside chat: better government in the digital age

Jennifer Pahlka, founder of Code for America and former U.S. Deputy Chief Technology Officer, will discuss the cultural and technological challenges facing the government, along with insights on how it can do better.

speaker

Jennifer Pahlka, Senior Fellow, Niskanen Center and Federation of American Scientists

moderator

Wendy De La Rosa, University of Pennsylvania

12:00 pm

topic-focused keynote addresses

Hear from our community thought leaders as they discuss the behavioral science findings most relevant to promoting the application of rigorous behavioral science research to concrete societal challenges. In this second of three topic-focused keynote addresses, we feature experts in the behavioral science of: organizations & management; justice & ethics; and education.

area 5: organizations & management

Adam Waytz, Northwestern University

area 6: justice & ethics

Keith Chen, UCLA

area 7: education

David Yeager, University of Texas at Austin

1:00 pm

break

1:30 pm

parallel sessions: lightning talks in three areas

Following the topic-focused keynote addresses, competitively selected presentations will describe recent research with novel, actionable insights. Participants will select one of three parallel sessions to attend: organizational & management; justice & ethics; and education.

various speakers

2:15 pm

networking

Conference attendees stay 30-45 more min in the same groups from the lightning talks

3:00 pm

break

friday may 3

3:30 pm

behavioral science & design panel

People have been talking about the potential benefits of bringing together behavioral science and human centered design for some time. But how is this being done in practice? Expert practitioners share the latest tangible benefits for policymakers.

speakers

Lindsay Moore, US Department of Veterans Affairs

Ruth Schmidt, Institute of Design

Piyush Tantia, ideas42

moderator

Ravi Gurumurthy, Nesta

4:30 pm

best publication award

BSPA's Best Publication Award recognizes research that advances the rigorous application and development of behavioral and social science to policy and practice in public, private and nonprofit sectors.

presenter

Hal Hershfield

4:45 pm

bspa upcoming conferences, events, special issues & day 2 closing

lightning sessions

session 1

poverty & financial wellbeing

Guglielmo Briscese

University of Chicago

The Promise and Cost-effectiveness of Targeting Behavioral Change Interventions

Ilana Brody

UCLA Anderson School of Management

Community First: The Effect of Agency Frames on Receiver Aid-Seeking

Stephanie Permut

Office of Evaluation Sciences

Increasing access to Minnesota Child Care Stabilization Base Grants

environment & sustainability

Gauri Chandra

University of Oxford

Combining Incentives with Narratives: Online-Field Experiment with Tesco to Reduce Plastic Bag Use

Shaye Hopkins

Duke University

Shifting Drive-Along Behavior in Santa Monica: The One Car Challenge

Jeeva Somasundaram

IE Business School, Madrid

Raising the AC Temperature in the Tropics, One Degree at a Time

Shane Timmons

Economic and Social Research Institute & Trinity College Dublin

Encouraging Households to Test for Radon

lightning sessions

session 1

global health

Claire Boone

University of Chicago

What can we learn from scaling up nudging interventions in health care?

Hengchen Dai

UCLA Anderson School of Management

Field-Testing the Transferability of Behavioral Science Knowledge

Michal Maimaran

Northwestern University

Using Price Promotions to Drive Children's Healthy Choices in a Developing Economy

Dennis Kembero & Vaidehi Uberoi

Airbel Impact Lab, International Rescue Committee

Empowering Young Girls and Women in Conflict Areas: A Behavioral Insights Approach to Enhance Uptake

lightning sessions

session 2

organizations & management

Danila (Dan) Medvedev

Chicago Booth, University of Chicago

Time is Money? Psychological Contracts Shape Work Motivation Across Cultures

Sophia Pink

The Wharton School, University of Pennsylvania

Can Stereotype Reactance Prompt Women to Compete? A Field Experiment

Joseph Sherlock

Duke University

Operational Transparency to Increase Trust in Elections and Voter Turnout: Results from Lab and Field

Paul Slovic

University of Oregon

Cognitive Biases May Affect Decisions About Using Nuclear Weapons

justice & ethics

Jose Cervantez

The Wharton School, University of Pennsylvania

Can Feedback Promote Diversity? It Depends on the Motivation to Control Prejudice

Maayan Malter

Columbia Business School

Perceptions of Disability: Effects on New Product Design and Marketing

Theodore Masters-Waage

University of Houston

Racial Disparities in the Promotion and Tenure Process: How to (and How Not to) Address Them

Sherry Wu

UCLA Anderson School of Management

Having a Voice in Your Community: A Large-Scale Field Experiment on Participatory Decision-Making

lightning sessions

session 2

education

Julia Coff

Stern School of Business, NYU

Molded by the Ghost: How Physicians Use—and Cease Using—Predictive AI to Learn a New Mental Model

Marta Garnelo & Irina Sanchez

Behavioral Insights Team US office & Behavioral Insights Lab of Ceibal

Reducing Students' Absenteeism in Uruguay: Evidence from Large-scale Field Experiment

Chuck Howard

Mays Business School, Texas A&M University

Early Roots of Inequality: Evidence of a Gender Income Gap Among Children and Teens

Thomas Tasche

ideas42

We've Been Doing Behavioral Science in Higher Education Wrong: A New Institution-Wide Approach

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