

behavioral  
science & policy association

# BSPA CONFERENCE 2024

Online conference – May 2–3, 2024

theme: technology & society



thursday  
may 2

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

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- 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
  - Elizabeth Kelly**, U.S. AI Safety Institute
- 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

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### area 4: organizations & management

**Adam Waytz**, Northwestern University

### area 5: justice & ethics

**Keith Chen**, UCLA

### area 6: 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

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## 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*

#### Patrick Heck

Consumer Financial Protection Bureau

*Improving Practical Choices in Financial Well-Being Measurement*

#### 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

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## 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

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## 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

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## 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*

# many thanks to our sponsors

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