

# BSPA CONFERENCE 2025

Online conference – May 1–2, 2025

behavioral  
science & policy association



theme: applying behavioral science in your own backyard

thursday  
may 1

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  
**Denise Rousseau**, Carnegie Mellon University  
**Sim Sitkin**, Duke University  
**Abby Sussman**, University of Chicago

11:10am

## fireside chat: international development without a federal mandate

The US federal government has dramatically reduced its support for foreign aid in recent months. This fireside chat will explore innovative approaches to international development that operate outside federal programs. The discussion will highlight how evidence-based solutions can drive global impact through paths such as NGOs, private sector initiatives, and grassroots efforts.

### speakers

**Dean Karlan**, Northwestern University  
**Nicholas Kristof**, NY Times Columnist and Best-Selling Author

12:00pm

## book panel: morality and polarization

This book panel examines recent work by behavioral scientists examining how deeply held beliefs shape society—for better and worse. Authors will discuss a range of topics including the dangers of ideological certainty, the role of cultural instincts in division and unity, and the cognitive flexibility needed to combat extremism.

### speakers

**Michael Morris** — *"Tribal: How the Cultural Instincts That Divide Us Can Help Bring Us Together"* — Columbia Business School  
**Steven Sloman** — *"The Cost of Conviction: How Our Deepest Values Lead Us Astray"* — Brown University  
**Dr Leor Zmigrod** — *"The Ideological Brain: The Radical Science of Flexible Thinking"* — Best-Selling Author

### moderator

**Dave Nussbaum**, University of Chicago

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: environment & sustainability; healthcare; and poverty & financial well-being.

### area 1: environment & sustainability

**Katherine White**, Sauder School of Business

### area 2: healthcare

**Jeffrey A. Linder**, Northwestern Medicine

### area 3: poverty & financial wellbeing

**Carrie Leana**, University of Pittsburgh

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: environment & sustainability; healthcare; and poverty & financial well-being.

various speakers

3:00pm **break**

3:30pm **panel discussion: experimenting in your organization**  
Behavioral insights are only as useful as their real-world application. This session will explore how organizations can embed experimentation into decision-making.

speakers

Jennifer Kurkoski, Google  
Vickie Pisowicz, Eyes to See  
Jessie Wisdom, Adobe

moderator

Elizabeth Linos, Harvard University

4:15 pm **panel discussion – behavioral aspects of policing**  
This session will explore the intersection of behavioral science and policing, exploring topics such as the role of trust in effective law enforcement and strategies to prevent crime before it occurs. The session will include discussion of recent research identifying evidence-based policies.

speakers

Jens Ludwig, University of Chicago  
Roger Mayer, North Carolina State University  
Tom Tyler, Yale University

moderator

David Schoorman, Purdue University

5:00 pm **day 1 closing remarks**

friday may 2

11:00 am

## welcome remarks

11:10 am

## panel discussion: scaling and implementation of behavioral interventions

Translating research into large-scale impact is a persistent challenge in behavioral science. This session will provide perspectives from academics and practitioners focusing on overcoming barriers to scaling, designing interventions that work in diverse contexts, and ensuring sustained policy change.

### speakers

**Emily Cardon**, BIT US

**Louise Connell**, Lancaster University

**Dean Fixsen**, Active Implementation Research Network, Inc

**Stefano DellaVigna**, University of California, Berkeley

### moderator

**Scott Young**, The London School of Economics

12:10 pm

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### area 4: education

**Tina Christie**, UCLA

### area 5: justice & ethics

**Emma Levine**, University of Chicago

### area 6: organizations & management

**Matthew Cronin**, George Mason University

1:10 pm

## break

1:40 pm

## parallel sessions: lightning talks in three areas

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### various speakers

2: 25pm

## networking

Build new connections with fellow attendees! Three rooms will be available, organized by areas of interest:

(1) Healthcare+ Education

(2) Justice/Ethics + Environment/Sustainability

(3) Poverty/Financial Well-being + Organizations/Management

In each room, we will facilitate conversations and foster connections in small groups.

3:00 pm

## break

3:30 pm

## panel discussion: injecting behavioral science insights for health care policy

This session will explore the intersection of behavioral science, policy, and health, highlighting cutting-edge research and practical applications that drive meaningful improvements in public health and well-being.

### speakers

**David Asch**, University of Pennsylvania  
**Sally Welborn**, Principal, Welborn Advisory Services

### moderator

**Kevin Volpp**, University of Pennsylvania

4:30 pm

## best publication & young investigator awards

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.

BSPA's New Investigator Award recognizes an early career scholar whose body of work has advanced the rigorous application and development of behavioral/social science to policy and practice in public, private and/or non-profit sectors.

### presenter

**Hal Hershfield**

5:00 pm

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

# lightning sessions

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## session 1

### environment & sustainability

#### Pierre Chandon

Insead

*When Should Carbon Footprint Labeling Be Mandatory For All Food Products? The Role Of Co\_2*

#### Shemal Doshi

Insead

*Immediate Vs. Delayed (Identical) Benefits: How Temporal Reframing Shapes Adoption Of Sustainable*

#### Mahika Hari

Evidn

*Harnessing Behavioral Science To Build Trust In The Energy Transition*

#### Jiaying Zhao

University Of British Columbia

*Probabilistic Refunds Increase Beverage Container Recycling Behavior*

### healthcare

#### Adelaida Barrera

The Behavioural Insights Team

*Reminders Work, Chatbots Work Better*

#### Ilana Brody

UCLA Anderson School Of Management

*Feedback Is A Two-Way Street: Evidence From A Physician Incentive Program*

#### Shoham Choshen-Hillel

Hebrew University

*Pain And Prejudice: Sex Bias In Pain Management Decisions*

#### Roos van Duijnhoven

Nuance Behavior, Inc

*The Right Support At The Right Time: Personalizing Health Behavior Interventions*

# lightning sessions

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## session 1

### poverty & financial wellbeing

#### **Benedict Guttman-Kenney**

Rice University

*How Do Consumers Respond To Gas Price Shocks?*

#### **Ania Jaroszewicz**

UC San Diego

*Cash Transfers for Poverty Alleviation: What We Know—and What We Don't*

#### **Robert Kuan**

University of Pennsylvania

*Behavioral nudges prevent loan delinquencies at scale: A 13-million-person field experiment*

#### **Franklin Shaddy**

UCLA

*Why People Prefer Demand- Versus Supply-Oriented Policy Solutions to Scarcity*

# lightning sessions

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## session 2

### education

#### Jeffrey Ebert

Penn Medicine Nudge Unit, Perelman School of Medicine  
*Scalable And Effective Driver Safety Interventions*

#### Asaf Mazar

University of Pennsylvania  
*Friction: Large Effects of Small Obstacles*

#### Victor Seah

Singapore University Of Social Sciences  
*Nudging From Nothing: Lessons From Creating a University Nudge Unit From Scratch*

#### Swati Sharma

Indian Institute of Technology Delhi  
*Does Negative Marking Lead to Gendered Exam Taking Behavior: Experimental Evidence From India*

### justice & ethics

#### Erika Kirgios

University Of Chicago  
*Diversity Incentives Can Increase Women's Leadership Aspirations*

#### Aaron Nichols

Boston University  
*Beyond Fact-Checking: How Truth Warrants Create Accountable Online Discourse Across Political Lines*

#### Will Von Geldern

University Of Washington  
*Evictions, Right to Counsel, and Administrative Burden: A Mixed Methods Study*

#### Megan Weber

UCLA Anderson School of Management  
*Meet Them Where They Are: Promoting Civic Engagement with Opportunistic Appeals*



# lightning sessions

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## session 2

### organizations & management

#### Nick Byrd

Geisinger College of Health Sciences

*Adversarial collaboration among fact-checkers: bipartisanship outweighs partisanship in preferences*

#### Daniel Keum

Columbia University

*Economic Cost of Prosocial CEOs*

#### Sophia Pink

University Of Pennsylvania

*Do People Choose Choice Sets Wisely? Evidence That People Systematically Err Due to Myopic Thinking*

#### Max Spohn

Harvard Kennedy School

*Underestimating The Ideological Complexity of Outgroup Members' Opinions Drives Partisan Animosity*

# many thanks to our sponsors

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