BSPA conference 2019

new york city

behavioral
science & policy association

bspa

where social &
behavioral research
meets policy & practice

welcome

Welcome to the 5th Annual Behavioral Science in Policy & Application Conference!
We are delighted to have you join us, and thank you for travelling from both near and far to participate in this special event. Attendees represent thought leaders from various behavioral science disciplines, government and policy institutions, for-profit and nonprofit organizations. We are also pleased to welcome several foundations and members of the media.

The Behavioral Science & Policy Association is a nonprofit organization that was formed to promote the thoughtful application of rigorous behavioral science research to address policy challenges in ways that serve the public interest. Our annual conference is an important means to promote a vigorous interchange between behavioral scientists, policy makers, and other practitioners to help bridge the divide between science and practice. Whether you are here to learn more about the latest research developments in behavioral policy and practice or how to apply new behavioral insights in your own sphere of work, we expect that you will find the 2019 Conference a valuable experience.

We encourage you to share what you have learned with members of your own communities and we hope that you will take this conference as an opportunity to make new connections with participants from different disciplines.

To engage with us on social media, please use #BSPA2019 and look out for upcoming conference photos, videos and information at **behavioralpolicy.org**. If we have yet to cross paths, please come and say hello. We'd love to connect and talk more about how BSPA can help you.

Thank you again for joining us in New York City.

With warmest regards,

Craig Fox, Sim Sitkin, Elke Weber & Kate Wessels

#bspa2019

agenda

8:00am **registration & continental breakfast**
petit salon

9:00am **welcome and agenda setting**
grand salon

Hear from our co-founders and conference chair as they introduce the Behavioral Science in Policy & Application annual conference – and learn how to get the most out of your experience in NYC with us!

Craig Fox, Sim Sitkin & Elke Weber

9:15am **preparing for 2020: what behavioral science says about the war against fake news**
grand salon

Engage with our featured behavioral science practitioner-expert panel as they discuss what the fake news epidemic means for the upcoming 2020 U.S. election - and what behavioral science can do to help.

speakers

Bill Adair, Duke University/PolitiFact
Adam Berinsky, Massachusetts Institute of Technology
Duncan Watts, Microsoft

moderator

Rebecca Blumenstein, *The New York Times*

10:00am **policy-focused addresses**
grand salon

Hear from our community thought leaders as they present the behavioral science findings most relevant to private and public sector practitioners aiming to promote the application of rigorous behavioral science research to concrete societal challenges. BSPA has identified three policy areas of focus where we particularly seek to encourage an interchange between behavioral scientists, policy makers and practitioners: **financial decision making**, **energy & environment**, and **justice & ethics**.

speakers

John Lynch, Jr., University of Colorado Boulder [financial decision making]
Magali Delmas, UCLA [energy & environment]
Tom Tyler, Yale University [justice & ethics]

10:40am **break & transfer to lightning talk & applied challenge sessions**
petit salon

This coffee break is generously sponsored by the University of Pennsylvania Master of Behavioral and Decision Sciences Program.

11:00am **lightning talk parallel sessions 1**
various rooms & speakers

Speakers will focus on the 'latest' behavioral research findings in three policy focus areas: **financial decision making, energy & environment** and **justice & ethics**. Participants can select one of three separate tracks to attend, and will come away from each talk with novel, actionable insights.

11:40am **transfer to applied challenge parallel sessions**

11:50am **behavioral science in action: applied challenge parallel sessions**
various rooms & speakers

In these two breakout sessions, participants workshop specific problems and brainstorm behavioral science interventions to address a 'real-life issue'. The sessions begin with a "client" who oversees the issue for their organization, describing the context. Then several behavioral scientists ask questions to better understand the challenge and possibly propose some initial ideas. This is followed by participant breakout groups brainstorming wide-ranging concrete intervention ideas which are shared to conclude the sessions.

Reducing Absenteeism in NYC Schools	*Increasing Return to Work Among Social Security Beneficiaries with Disabilities*
borghese room	central park room
client	**client**
Sarah Peterson, Director of Research & Development, Office of Community Schools, NYC Dept. of Education	Michael Dunn, Advisor, Social Security Administration's Office of Research, Demonstration & Employment Support
moderator	**moderator**
Morela Hernandez, University of Virginia	Rekha Balu, U.S. Office of Evaluation Sciences
panel	**panel**
Anthony Barrows, ideas42	Michael Hallsworth, BIT North America
Heather Caruso, UCLA	Mary Steffel, Northeastern University
Jordan Goldberg, StickK	Elke Weber, Princeton University

12:35pm **luncheon**
petit salon

1:35pm **sludge & ordeals**
grand salon

In 2015, the United States government imposed 9.78 billion hours of paperwork burdens on the American people. Join Cass Sunstein as he walks us through the resulting impact - how this reduced access to important licenses, programs and benefits denying rational people access to life-changing goods and services, all compounded by behavioral biases - and how we can mitigate this risk in the public and private sectors by conducting regular 'Sludge Audits'.

speaker
Cass Sunstein, Harvard University

2:05 pm   **presentation of the 2019 BSPA best publication award & new investigator award**

grand salon

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 non-profit 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.

> **presented by**
>
> **Katherine Milkman**, University of Pennsylvania
> **Paul Slovic**, University of Oregon/Decision Research

2:25pm   **authors shaping new perspectives**

grand salon

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.

> **panelists**
>
> **Jonathan Haidt**, The Coddling of the American Mind: How Good Intentions and Bad Ideas Are Setting Up a Generation for Failure
> **Paul Slovic**, Numbers and Nerves: Information, Emotion, and Meaning in a World of Data
> **Cass Sunstein**, Conformity
>
> **moderator**
>
> **Dolly Chugh**, New York University

3:10pm   **break**

petit salon

3:30pm   **policy-focused addresses**

grand salon

Hear from our community thought leaders as they present the behavioral science findings most relevant to private and public sector practitioners aiming to promote the application of rigorous behavioral science research to concrete societal challenges. BSPA has identified three additional areas of focus where we particularly seek to encourage an interchange between behavioral scientists, policy makers and practitioners: **education, management & labor** and **health**.

> **speakers**
>
> **Jennifer Jennings**, Princeton University [education]
> **Peter Cappelli**, University of Pennsylvania [management & labor]
> **Gretchen Chapman**, Carnegie Mellon University [health]

4:05pm   **transfer to lightning talk parallel sessions**

4:10pm   **lightning talk parallel sessions 2**

various rooms & speakers

Speakers will focus on the 'latest' behavioral research findings in each of the three policy focus areas: **education, management & labor,** and **health**. Participants can select one of three separate tracks to attend, and will come away from each talk with novel, actionable insights.

4:50pm   transfer to grand salon

4:55pm   forecasting tournaments: what we can learn when we get serious about keeping score

grand salon

The audience will be led through forecasting tournaments sponsored by the US intelligence community, in which researchers compete to put accurate probabilities on real-world events widely seen as difficult, even impossible, to quantify. Prof. Tetlock will then describe four strategies of winning these tournaments: personnel selection/recruitment, training, teaming and crowd-sourcing/statistical aggregation - and unpack the idea that high-quality questions have greater potential to tip policy debates toward one side or the other.

speaker

Philip Tetlock, University of Pennsylvania

5:25pm   concluding remarks
grand salon

Craig Fox & Sim Sitkin

5:30pm   cocktail reception
art deco salon

lightning sessions

session 1

financial decision making
grand salon

Matthew Bodien
Power of Practice: An Intervention to Encourage and Support Health Savings Behavior.

Jeremy Burke
Do Prize-Linked Incentives Improve Financial Behavior? Evidence from a Debt Reduction Intervention.

Marvin Phaup
Power of Salient Cost Information in Federal Budget Decisions: Federal Credit Policy.

energy & environment
central park room

Maura Farver
The Mayor's Challenge: Reducing Single-Occupancy Vehicle Commuting.

Derek Koehler
How the Public, and Scientists, Perceive Advancement of Knowledge from Conflicting Study Results.

Christine Kormos & Reuven Sussman
Is Consumer Valuation of Fuel Economy Influenced By the Metric Used? A Randomized Choice Experiment.

justice & ethics
borghese room

Desmond Ang
The Effects of Police Violence on Inner-City Students.

Jenna Clark
The Moral Justifiability of Interventions in Health Care and Policy.

Joe Vitriol
Defensive Responding to Simplicity Racial Bias Feedback: On the Role of Emotional Ambivalence.

session 2

health
grand salon

Ernest Baskin
Increasing Influenza Vaccination Rates Via Low Cost Messaging Interventions.

Pompa Debroy
Using Behavioral Insights to Increase Vaccination Uptake: A Portfolio of Results.

Eleanor Putnam Farr
Consider the Choice Before the Message to Promote Optimal Food Nudges.

education & culture
central park room

Rebecca Friesdorf
I'm Scared They Won't Get the Opportunity for Education.

Ana Gantman
A Behavioral Approach to Sexual Assault.

Monica Lee
The Demotivating Effect (and Unintended Message) of Awards.

management & labor
borghese room

Sheheryar Banuri
Expertise and Responsiveness to Behavioural Biases in Public Organisations.

Erika Kirgios
The Isolated Choice Effect and Its Implications for Gender Diversity in Organizations.

Ayse Yemiscigil
Retirement: A Crisis of Identity and Well-being or an Opportunity to Live a Meaningful Life?

roster

bspa team

founders
Craig Fox, UCLA
Sim Sitkin, Duke University
conference chair
Elke Weber, Princeton University
conference organizers
Kaye de Kruif, BSPA
Dave Nussbaum, BSPA
Kate Wessels, BSPA

volunteers
Santi Dewa Ayu, Harvard University
Jon Bogard, UCLA
Ilana Brody, CABS at MDRC
Ashley Culver, Columbia University
Leigh Crymble, BreadCrumbs
Shannon Duncan, Columbia University
Manisha Gupta
Alki Iliopoulou, Harvard Decision Science Lab
Priscilla Lee, Harvard Kennedy School
Lea Lupkin, BSPA
Rachael Metz, MDRC
Kidus Mezgebu, Harvard University
Kailas Nair, Plentify
Adam Stanaland, Duke University

speakers

Bill Adair, Duke University/PolitiFact
Rekha Balu, U.S. Office of Evaluation Sciences
Anthony Barrows, ideas42
Adam Berinsky, Massachusetts Institute of Technology
Rebecca Blumenstein, The New York Times
Peter Cappelli, University of Pennsylvania
Heather Caruso, UCLA
Gretchen Chapman, Carnegie Mellon University
Dolly Chugh, New York University
Magali Delmas, UCLA
Michael Dunn, Social Security Administration, U.S. Federal Government
Jordan Goldberg, stickK

Jonathan Haidt, New York University
Michael Hallsworth, BIT North America
Katherine Milkman, University of Pennsylvania
Morela Hernandez, University of Virginia
Jennifer Jennings, Princeton University
John Lynch, Jr., University of Colorado Boulder
Sarah Peterson, New York City Dept. of Education
Paul Slovic, University of Oregon/Decision Research
Mary Steffel, Northeastern University
Cass Sunstein, Harvard University
Philip Tetlock, University of Pennsylvania
Tom R. Tyler, Yale University
Duncan Watts, Microsoft

lightning talk presenters

Desmond Ang, Harvard University
Sheheryar Banuri, University of East Anglia
Ernest Baskin, Saint Joseph's University
Matthew Bodien, Duke University
Jeremy Burke, University of Southern California
Jenna Clark, Duke University
Pompa Debroy, U.S. Office of Evaluation Sciences
Maura Farver, Duke University
Rebecca Friesdorf, Employment & Social Development Canada

Ana Gantman, Brooklyn College (CUNY)
Erika Kirgios, University of Pennsylvania
Derek Koehler, University of Waterloo
Christine Kormos, Simon Fraser University
Monica Lee, Stanford University
Marvin Phaup, George Washington University
Eleanor Putnam Farr, Rice University
Reuven Sussman, ACEEE
Joe Vitriol, Harvard University
Ayse Yemiscigil, Harvard Kennedy School

speakers

Bill Adair is the Knight Professor of the Practice of Journalism and Public Policy at Duke University and the creator of the Pulitzer Prize-winning website PolitiFact. At Duke, he heads the journalism program as the Director of the DeWitt Wallace Center and conducts research on fact-checking in the Reporters' Lab. He worked for 24 years as a reporter and editor for the Tampa Bay Times (formerly the St. Petersburg Times) and served as the paper's Washington Bureau Chief from 2004 to 2013. He launched PolitiFact in 2007 and built it into the largest fact-checking effort in history, with affiliates in 18 states and Australia. He is the founder of the International Fact-Checking Network, the global association of fact-checkers, and he writes frequently about accountability journalism and digital media. His articles have been published in the New York Times, the Washington Post, the Nieman Journalism Lab and Poynter. His awards include the Pulitzer Prize for National Reporting (with the PolitiFact staff), the Manship Prize for New Media in Democratic Discourse and the Everett Dirksen Award for Distinguished Coverage of Congress.

Anthony Barrows is a Managing Director at the applied behavioral science firm ideas42 where he leads the economic justice portfolio, and has also overseen projects in local government, post-secondary education, and civic engagement. He was selected as a 2018 Aspen Institute Ascend Fellow for his work in advancing the well-being of children and families. Anthony previously worked over ten years in child welfare, spanning positions in direct service, supervision, training, advocacy, project management and system improvement. He is also a practicing artist and has led art classes and arts-oriented youth development programming. Anthony holds a BA in Philosophy and Art from UMass Boston, an MFA in Printmaking from the San Francisco Art Institute, and an MPA from Harvard's Kennedy School of Government where he was a Gleitsman Fellow at the Center for Public Leadership.

Rekha Balu currently serves as a Fellow with the U.S. Office of Evaluation Sciences. She is Director of the Center for Applied Behavioral Science at MDRC, a nonprofit social policy research firm that conducts large-scale causal evaluations. As a Senior Research Associate, she has led numerous randomized field trials of behaviorally informed interventions in education, parenting, and child welfare-- often in partnership with education and social service providers. Her research focuses on supporting low-income youth and families to enroll and participate in school and social programs. She has designed interventions that help governments or social programs simplify their programs and promote continued family engagement and resident-state interaction. She also has designed and tested multiple technology-driven interventions including mobile phone applications, web-based decision-making tools, and text-message and email-based information campaigns. She holds a PhD in economics of education from Stanford University and Master's in Education from Harvard University.

Adam J. Berinsky is the Mitsui Professor of Political Science at MIT. Berinsky received his B.A. from Wesleyan University in 1992 and his PhD. from the University of Michigan in 2000. He is a specialist in the fields of political behavior and public opinion with over 20 years of experience in survey design and analysis. For the last decade, Berinsky has been studying political rumors and misinformation. Berinsky has won several scholarly awards, is the recipient of multiple grants from the National Science Foundation, and was a fellow at the Center for Advanced Study in the Behavioral Sciences. He is also the founding director of the MIT Political Experiments Research Lab. In 2016, Berinsky was appointed a John Simon Guggenheim Memorial Foundation Fellow to study how political rumors spread and how they can be effectively debunked.

Rebecca Blumenstein has been deputy managing editor of The New York Times since February 2017, where she focuses on making sure The Times remains an essential destination for readers interested in business, finance, economics and technology. Previously, she was deputy editor in chief of The Wall Street Journal.

Before that, she was the Page One Editor, appointed in September 2011, and a deputy managing editor and international editor since December 2009. Ms. Blumenstein has also served as managing editor of The Wall Street Journal Online and as the China bureau chief, overseeing China coverage for the Journal.

Prior to moving to China in the summer of 2005, Ms. Blumenstein served as chief of the Journal's New York Technology Group, which covered the historic mergers and changes in technology that recast the telecommunications industry. Before that, she was the group's deputy chief and a reporter covering AT&T Corp. and WorldCom Inc.

Ms. Blumenstein joined the Journal in 1995 as a reporter in the Detroit bureau, where she covered General Motors. She began her journalism career at the Tampa Tribune, and then later moved to Gannett Newspapers and Newsday, where she covered breaking news and the New York State legislature.

Peter Cappelli is the George W. Taylor Professor of Management at The Wharton School and Director of Wharton's Center for Human Resources. He is also a Research Associate at the National Bureau of Economic Research in Cambridge, MA, served as Senior Advisor to the Kingdom of Bahrain for Employment Policy from 2003-2005, is a Distinguished Scholar of the Ministry of Manpower for Singapore, and was Co-Director of the U.S. Department of Education's National Center on the Educational Quality of the Workforce from 1990-1998. He was recently named by HR Magazine as one of the top 5 most influential management thinkers, by NPR as one of the 50 influencers in the field of aging, and was elected a fellow of the National Academy of Human Resources. He received the 2009 PRO award from the International Association of Corporate and Professional Recruiters for contributions to human resources. He hosts the SiriusXM radio show "In the Workplace" and writes a monthly column for HR Executive magazine. His recent work on performance management, agile systems, and hiring practices appears in the Harvard Business Review.

Heather Caruso is a faculty member, center director, and assistant dean at the UCLA Anderson School of Management, with a passion for helping people to grow, inspire, and work effectively together.

Passion for facilitating collaborative success runs deep in Heather's life, and emerged most intensely during her years as an engineer and executive in a multinational Silicon Valley startup. There she observed several fascinating ways in which interpersonal problems can derail even the most talented individual performers, while effective collaboration raises individual contributions to new heights. As a result of these experiences, Heather decided to devote herself to helping organizations—especially those with diverse workforces—to achieve the latter benefits, leaving her position as Director of Engineering to do her A.M. in Social Psychology and her Ph.D. in Organizational Behavior - Social Psychology, both at Harvard. Thus layering rigorous academic training on top of practical experience, Heather's interests ultimately grounded themselves in leadership priorities: collaborative dynamics (esp. for diverse teams); management of identity, power, and influence; and strategies for optimal choice, judgment, decision making. She initially pursued these interests in many years of teaching, research administration, and scholarship at the University of Chicago Booth School of Business, then moved to UCLA Anderson to enrich and expand her work.

Heather stays connected to the everyday priorities and challenges of the workplace by consulting for private- and public-sector organization leaders across the globe, as well as by teaching classes in inclusive leadership, collaborative dynamics and power and influence. As part of this work, Heather has partnered with Chicago's The Second City to co-found the Second Science Project, which provides skill-building leadership workshops at the intersection of robust behavioral research and professional improvisational practice. Further, Heather continues to advance cutting-edge scholarship and evidence-based innovation as a researcher and as the Faculty and Executive Director of UCLA Anderson's Morrison Center for Marketing and Data Analytics.

Gretchen Chapman has been a Professor in Social & Decision Sciences since 2017. Prior to joining the faculty at CMU, Dr. Chapman was a Distinguished Professor of Psychology at Rutgers University where she served as Department Chair of Psychology and Acting Co-Director of the Center for Cognitive Science. She is the recipient of an APA early career award and a NJ Psychological Association Distinguished Research Award and a fellow of APA and APS. She is a former senior editor at Psychological Science, a past president of the Society for Judgment & Decision Making, the author of more than 100 journal articles, and the recipient of 20 years of continuous external funding.

Dolly Chugh is an award-winning, tenured professor at the New York University Stern School of Business. She studies implicit bias and unintentional unethical behavior ("bounded ethicality"). Dolly teaches MBA courses in leadership, management, and negotiations as well as an undergraduate course to incarcerated students at the Wallkill Correctional Facility. She received the Stern School of Business Teaching Excellence Award in 2015.

Dolly's research integrates the theories and methods of social psychology, behavioral economics, judgment and decision making, sociology and education. She is currently writing a general audience book titled The Person You Mean to Be (Fall 2018, HarperCollins/Harper Business). Dolly has been named one of the Top 100 Most Influential People in Business Ethics (a list which included Pope Francis, Angelina Jolie, and Bill Gates) by Ethisphere Magazine, a finalist for the Faculty Rising Star Pioneer Award by the Aspen Institute, and the recipient of the prestigious New York University Dr. Martin Luther King, Jr. Faculty Award (whose past recipients include Bryan Stevenson).

Prior to becoming an academic, Dolly worked at Morgan Stanley, Time Inc., Scholastic, and Merrill Lynch. Dolly received a B.A. from Cornell University where she earned a double major in Psychology and Economics and served as a two-time co-captain of the Varsity Tennis Team (1990), an M.B.A. from the Harvard Business School (1994), and a PhD in Organizational Behavior / Social Psychology from Harvard University (2006).

Magali Delmas is a Professor of Management at the UCLA Institute of the Environment and the Anderson School of Management.

She is the director of the UCLA Center for Corporate Environmental Performance. She is also the President of the Alliance for Research in Corporate Sustainability(ARCS). An organization that serves as a vehicle for advancing rigorous academic research on corporate sustainability issues.

Her research interests are primarily in the areas of Business strategy and Corporate Sustainability. Magali Delmas has written more than 80 articles, book chapters and case studies on business and the natural environment.

She works on developing effective information strategies to promote conservation behavior and the development of green markets. Here is a short video of her recent work on green consumers.

Her current research includes the investigation of the barriers and incentives to the adoption of energy efficient solutions.

She is also engaged in refining current methodologies to measure and communicate firm's and products' environmental performance.

Michael Dunn is a Senior Advisor in the Social Security Administration's Office of Research, Demonstration, and Employment Support. He serves as the lead for strategic planning and special projects and is also responsible for providing guidance on extramural research initiatives relating to the Social Security's disability programs. Michael is a graduate of the agency's 2014 Advanced Leadership Program and has held various leadership positions throughout the agency. He previously served as the Acting Deputy Director of Performance Management and Business Analytics in the Office of the Chief Strategic Officer and worked as a District Manager in the Office of Central Operations. Michael earned a Masters of Arts in Applied Sociology from the University of Maryland, Baltimore County in 2009 and attended Randolph-Macon College, where he received a Bachelor of Arts in Sociology in 2007.

Craig Fox is the Harold Williams Professor of Management and chair of the Behavioral Decision Making area at the UCLA Anderson School of Management. He is also Professor of Psychology and Medicine at UCLA. Fox co-founded the Behavioral Science & Policy Association and is co-editor of its flagship journal, Behavioral Science & Policy (BSP). Prior to joining the UCLA faculty in 2003, Fox served on the faculty of Duke University's Fuqua School of Business and Northwestern University's Kellogg Graduate School of Management.

Dr. Fox's theoretical research focuses on judgment and decision making under uncertainty, and his applied research focuses on applying behavioral insights to improve health and financial decisions. He is former President of the Society for Judgment and Decision Making, and is current co-President of BSPA. Professor Fox teaches MBA and executive courses in managerial decision-making, negotiation, leadership, strategy and dynamic management, as well as Ph.D. courses in decision-making. He received a Ph.D. and M.A. in experimental psychology from Stanford University, and a B.A. in economics and psychology from UC Berkeley.

Jordan Goldberg is the co-founder of stickK.com, widely regarded as a model enterprise of applied behavioral economics. Jordan has years of experience at the forefront of decision science, goal setting & incentive program design. In his consulting practice (https://appliedbe.com/) and in running stickK, Jordan successfully leverages a wide breadth of behavioral economics in product, marketing, sales, & pricing design, yielding positive and meaningful outcomes for individual users and client organizations alike. Jordan is a featured speaker on the subject of behavioral economics, a guest lecturer in multiple academic programs, and has been frequently interviewed for print, television and digital media, appearing on NBC's TODAY Show, CBS News Sunday Morning, as well as The Wall Street Journal, The New York Times, and The Economist.

Jonathan Haidt (pronounced "height") is a social psychologist at the NYU-Stern School of Business. He received his Ph.D. from the University of Pennsylvania in 1992, and spent most of his career (1995-2011) at the University of Virginia.

Haidt's research examines the intuitive foundations of morality, and how morality varies across cultures––including the cultures of American progressive, conservatives, and libertarians. Haidt is the author of *The Happiness Hypothesis*, and of The New York Times bestseller *The Righteous Mind: Why Good People are Divided by Politics and Religion*. His third book will be published in July 2018: *The Coddling of the American Mind: How Good Intentions and Bad Ideas are Setting Up a Generation for Failure* (co-authored with Greg Lukianoff)

At NYU-Stern, he is applying his research on moral psychology to business ethics, asking how companies can structure and run themselves in ways that will be resistant to ethical failures (see EthicalSystems.org).

Michael Hallsworth is Managing Director, North America at the Behavioral Insights Team (BIT). BIT was set up by the then UK Prime Minister in 2010 as the first government institution dedicated to applying behavioral sciences. BIT is now a world-leading consulting firm whose mission is to help organizations to apply behavioral insights in support of social purpose goals. Previously, Michael lead BIT's global work on health and tax and was a Senior Policy Advisor in the Cabinet Office of the UK government.

While at Her Majesty's Revenue and Customs, Michael won a Civil Service Award for pioneering the use of large-scale randomized controlled trials applying behavioral economics to increase tax collection. He has a PhD in behavioral economics from Imperial College London, and a First Class MA and MPhil from the University of Cambridge. His work has been published in, among others, the Journal of Public Economics, The Lancet, The Oxford Review of Economic Policy, and Nature Human Behaviour.

Morela Hernandez is an Associate Professor of Business Administration in the Leadership and Organizational Behavior area at the Darden School of Business, University of Virginia and Academic Director of Behavioral Research at Darden (BRAD). She received her Ph.D. from the Fuqua School of Business at Duke University. Prior to academia, Prof. Hernandez worked in finance at Enron in Houston, Texas - experiencing the roller-coaster ride of this now infamous business case. Given her professional background, it might come as no surprise that her research interests and expertise focus on the ethics of leadership. She also studies the role of diversity in organizational systems and decision-making practices. She is widely published in a number of top-tier academic journals, including Academy of Management Review, Journal of Applied Psychology, Personnel Psychology, Journal of Experimental Social Psychology, Psychological Science, Human Resource Management, and American Psychologist. Her work has also appeared in media outlets such as Time magazine, Financial Times, Huffington Post, and Washington Post, as well as featured on National Public Radio (NPR). She teaches courses on leadership at Darden, has worked as a leadership development coach for senior-level executives in the executive education programs at Duke and the London Business School, and consults with a number of government agencies, social profit organizations, and global companies. Originally from Brazil and Honduras, Prof. Hernandez speaks four languages.

Jennifer Jennings is a sociologist who studies racial, socioeconomic, and gender disparities in educational and health outcomes. Her dissertation examined how government accountability systems that evaluate schools based on student outcomes affect educational inequality. By making use of audit measures for which schools are not held accountable, she evaluates these systems' effects on a broader set of outcomes, as well as our perceptions of racial, gender, and socioeconomic inequality. Expanding her existing research to examine the relationship between early health and educational outcomes, and the effects of community-level shocks on population health was her goal as a Health and Society Scholar. She received a Ph.D in Sociology from Columbia University in summer 2009. In 2011, she joined the Sociology department at New York University.

John Lynch Jr., is founding Director of the Center for Research on Consumer Financial Decision Making and Senior Associate Dean for Faculty and Research at the Leeds School of Business, University of Colorado Boulder. Lynch studies the psychology of consumer financial decision making, focusing on two primary topics: financial literacy and financial education; and how the psychology of planning and thinking about the future affects consumer financial decision making. He co-chairs the annual Boulder Summer Conference on Financial Decision Making, a highly interdisciplinary academic-industry-government forum for research on consumer financial decision making. Lynch received his BA in economics, his MA in psychology, and his Ph.D. in psychology, all from the University of Illinois at Urbana-Champaign. He was a member of the faculty at University of Florida from 1979-1996, where he was Graduate Research Professor. From 1996-2009 he was the Roy J. Bostock Professor of Marketing at the Fuqua School of Business at Duke University. Lynch is a Fellow of the American Marketing Association, the Association for Consumer Research, and the American Psychological Association and he is a recipient of the Paul D. Converse Award for Outstanding Contributions to the Science of Marketing and the Society for Consumer Psychology's Distinguished Scientific Achievement Award. He is a member of the Academic Research Council of the US Consumer Financial Protection Bureau.

Katherine Milkman is the Evan C. Thompson Endowed Term Chair for Excellence in Teaching and a tenured professor at The Wharton School of the University of Pennsylvania. She holds a secondary appointment at Penn's Perelman School of Medicine. Her research relies heavily on big data to explore ways that insights from economics and psychology can be used to change consequential behaviors for good, such as savings, exercise, vaccination take-up and discrimination. Katherine has received numerous awards for her research including an early career award from the Federation of Associations in Behavioral & Brain Sciences. When under 30, Milkman was named one of the world's top 40 business school professors under 40 by Poets and Quants and she was a finalist for the Thinkers 50 2017 Radar Thinker Award. Her dozens of published articles in leading social science journals such as Management Science, the Proceedings of the National Academy of Sciences, and The Journal of Finance have reached a wide audience through regular coverage in major media outlets such as NPR, The New York Times, The Washington Post, The Financial Times, and Harvard Business Review. She also frequently writes for The Washington Post about the behavioral economics of everyday life. In 2018, she began hosting Charles Schwab's popular podcast "Choiceology with Katy Milkman," which explores key lessons from behavioral economics about decision making. She is the president-elect of the Society for Judgment and Decision Making and has been an associate editor at Management Science since 2013. She has worked with numerous organizations on research and/or consulting, including Humana, Google, Wipro, Cummins Engines, the U.S. Department of Defense, 24 Hour Fitness and the American Red Cross. Katherine co-directs the Behavior Change for Good Initiative at the University of Pennsylvania, whose work is being chronicled by Freakonomics Radio. She received her undergraduate degree from Princeton University (summa cum laude) in Operations Research and Financial Engineering and her Ph.D. from Harvard University's joint program in Computer Science and Business.

Sarah Peterson is the Director of Research and Development for the Office of Community Schools at the New York City Department of Education, where she currently leads the research, innovation and attendance improvement efforts of Mayor de Blasio's Community School Initiative. Sarah has also served as an adviser to the Obama White House and the U.S. Department of Education on the national My Brother's Keeper Every Student, Every Day Campaign—the Federal initiative dedicated to eliminating chronic absenteeism across 30 school districts. Previously she managed education and good governance projects in countries such as Bosnia-Herzegovina, South Africa and Cambodia. Sarah holds a Master's Degree from Columbia's School of International and Public Affairs and a Bachelor's Degree from Oberlin College.

Sim Sitkin is the Michael W. Krzyzewski University Professor of Leadership, Professor of Management and Public Policy, Founding Faculty Director of the Fuqua/Coach K Center on Leadership and Ethics at the Fuqua School of Business, and Director of the Behavioral Science and Policy Center at Duke University Professor Sitkin's research focuses on leadership and control systems, and their influence on risk taking, accountability, trust, learning, M&A processes, and innovation. His research has appeared in such publications as Academy of Management Annals, Academy of Management Journal, Academy of Management Review, Administrative Science Quarterly, Harvard Business Review, and Organization Science. His most recent books are Organizational Control (2010), The Six Domains of Leadership (2015) and Routledge Companion to Trust (2017). He is Founding Editor of Behavioral Science & Policy, Consulting Editor of Science You Can Use, Advisory Board Member of the Journal of Trust Research. Prior to obtaining his PhD in organizational behavior from Stanford University, Sim spent over ten years in a variety of managerial and executive roles with responsibility for planning, information technology, financial administration, and research in consulting, non-profit, and government organizations.

Mary Steffel is an assistant professor of marketing at the D'Amore-McKim School of Business at Northeastern University. She is an academic affiliate on the Office of Evaluation Sciences at the General Services Administration and served as a fellow on the White House Social and Behavioral Sciences Team. She received her Ph.D. in psychology from Princeton University and her Ph.D. in marketing from the University of Florida. She studies how social factors influence judgment and decision making and how to leverage these insights to address substantive problems in the marketing and policy domains.

Paul Slovic, Ph.D. is a founder and President of Decision Research and Professor of Psychology at the University of Oregon, studies human judgment, decision making, and risk analysis. He and his colleagues worldwide have developed methods to describe risk perceptions and measure their impacts on individuals, industry, and society. He publishes extensively and serves as a consultant to industry and government. Dr. Slovic is a past President of the Society for Risk Analysis and in 1991 received its Distinguished Contribution Award. In 1993 he received the Distinguished Scientific Contribution Award from the American Psychological Association. In 1995 he received the Outstanding Contribution to Science Award from the Oregon Academy of Science. He has received honorary doctorates from the Stockholm School of Economics (1996) and the University of East Anglia (2005). Dr. Slovic was elected to the American Academy of Arts and Sciences in 2015 and the National Academy of Sciences in 2016.

Cass R. Sunstein is currently the Robert Walmsley University Professor at Harvard. From 2009 to 2012, he was Administrator of the White House Office of Information and Regulatory Affairs. He is the founder and director of the Program on Behavioral Economics and Public Policy at Harvard Law School. Mr. Sunstein has testified before congressional committees on many subjects, and he has been involved in constitution-making and law reform activities in a number of nations.

Mr. Sunstein is author of many articles and books, including Republic.com (2001), Risk and Reason (2002), Why Societies Need Dissent (2003), The Second Bill of Rights (2004), Laws of Fear: Beyond the Precautionary Principle (2005), Worst-Case Scenarios (2001), Nudge: Improving Decisions about Health, Wealth, and Happiness (with Richard H. Thaler, 2008), Simpler: The Future of Government (2013) and most recently Why Nudge? (2014) and Conspiracy Theories and Other Dangerous Ideas (2014). He is now working on group decisionmaking and various projects on the idea of liberty

Philip Tetlock, is the Annenberg University Professor at the University of Pennsylvania, with appointments in Wharton psychology and political science. He is co-leader of the Good Judgment Project, a multi-year forecasting study, He is the author of three books: *Expert Political Judgment: How Good Is It? How Can We Know?*; (with Aaron Belkin) *Counterfactual Thought Experiments in World Politics*; and (with Dan Gardner) *Superforecasting: The Art & Science of Prediction* (forthcoming, September 2015).

His *Expert Political Judgment: How Good Is It? How Can We Know?* (2005) describes a twenty-year study in which 284 experts in many fields, including government officials, professors, journalists, and other, and with many opinions, from Marxists to free-marketeers, were asked to make 28,000 predictions about the future, finding that they were only slightly more accurate than chance, and worse than basic computer algorithms which was the recipient of the 2008 University of Louisville Grawemeyer Award for Ideas Improving World Order.

Tom R. Tyler is the Macklin Fleming Professor of Law and Professor of Psychology at Yale Law School, as well as a Founding Director of The Justice Collaboratory. He is also a professor (by courtesy) at the Yale School of Management. He joined the Yale Law faculty in January 2012 as a professor of law and psychology. He was previously a University Professor at New York University, where he taught in both the psychology department and the law school. Prior to joining NYU in 1997, he taught at the University of California, Berkeley, and at Northwestern University.

Professor Tyler's research explores the role of justice in shaping people's relationships with groups, organizations, communities, and societies. In particular, he examines the role of judgments about the justice or injustice of group procedures in shaping legitimacy, compliance, and cooperation. He is the author of several books, including Why People Cooperate (2011); Legitimacy and Criminal Justice (2007); Why People Obey the Law (2006); Trust in the Law (2002); and Cooperation in Groups (2000). He was awarded the Harry Kalven prize for "paradigm shifting scholarship in the study of law and society" by the Law and Society Association in 2000, and in 2012, was honored by the International Society for Justice Research with its Lifetime Achievement Award for innovative research on social justice.

He holds a B.A. in psychology from Columbia and an M.A. and Ph.D. in social psychology from the University of California at Los Angeles.

Duncan Watts is a principal researcher and partner at Microsoft and a founding member of the MSR NYC lab. Prior to joining Microsoft in 2012, he was from 2000 to 2007 a professor of sociology at Columbia University, and then a principal research scientist at Yahoo! Research, where he directed the Human Social Dynamics group. In July, he will join the University of Pennsylvania as the Stevens University Professor of computer science, business, and communication. Watts's research on social networks and collective dynamics has appeared in a wide range of journals, from Nature, Science, and Physical Review Letters to the American Journal of Sociology and Harvard Business Review, and has been recognized by the 2009 German Physical Society Young Scientist Award for Socio and Econophysics, the 2013 Lagrange-CRT Foundation Prize for Complexity Science, and the 2014 Everett Rogers M. Rogers Award. He is also the author of three books: Six Degrees: The Science of a Connected Age (W.W. Norton, 2003), Small Worlds: The Dynamics of Networks between Order and Randomness (Princeton University Press, 1999), and most recently, Everything Is Obvious: Once You Know The Answer (Crown Business, 2011). Watts holds a BSc in physics from the Australian Defence Force Academy, from which he also received his officer's commission in the Royal Australian Navy, and a PhD in theoretical and applied mechanics from Cornell University, where he was also an AD White Professor at Large from 2013-2019.
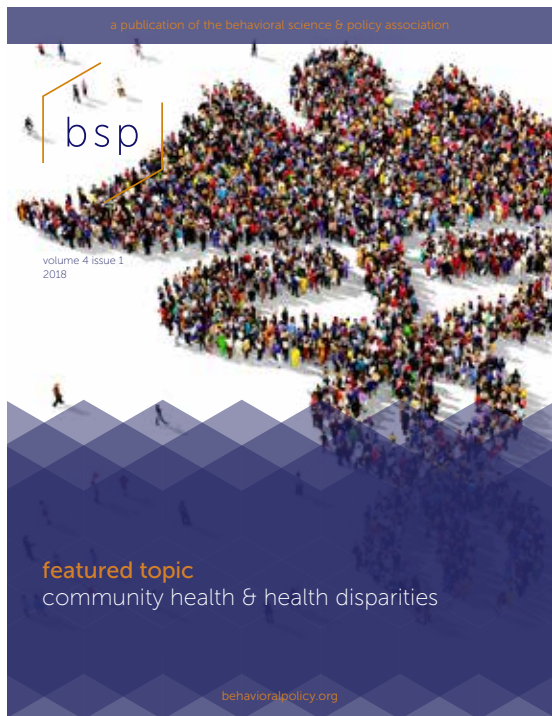
Elke Weber is the Gerhard R. Andlinger Professor in Energy and the Environment and Professor of Psychology and Public Affairs at Princeton University. Her research models decision-making under uncertainty and time delay in financial and environmental contexts from a psychological and neuroscience perspective. Her expertise in the behavioral decision sciences has been sought out by advisory committees of the National Academy of Sciences on Human Dimensions in Global Change, an American Psychological Association Task Force that issued a report on the Interface between Psychology and Global Climate Change, and Working Group III for the 5th and 6th Assessment Report of the U.N. Intergovernmental Panel on Climate Change (IPCC). She is past president of the Society for Neuroeconomics, the Society for Judgment and Decision Making, and the Society for Mathematical Psychology. She is a fellow of the American Academy of Arts and Sciences, the American Association for the Advancement of Science, the American Psychological Association, the Association for Psychological Science, the Society for Risk Analysis, the Society for Experimental Psychology. She received the Distinguished Scientific Contribution Award from the Society for Risk Analysis and was also elected to the German National Academy of Sciences.

Kate Wessels is the Executive Director of the Behavioral Science & Policy Association, where she publicizes the thoughtful application of rigorous behavioral science research serving the public interest. Kate is accountable for vetting, organizing, and promoting behavioral policy insights, leading community building collaboration between scientists and practitioners, and connecting individuals and organizations through conferences, spotlight workshops, taskforces, and the publication of BSPA's flagship journal Behavioral Science & Policy. Prior to joining BSPA, Kate spent over a decade working in academia, running global executive education initiatives and educational start-ups in the learning and development space, and held roles at the UCLA Anderson School of Management (USA), London Business School (UK), Imperial College Business School (UK) and the University of Cape Town (SA). Kate holds a Bachelor of Commerce degree in Economics and Law from the University of Cape Town, a Bachelor of Commerce Honors degree in Financial Analysis and Portfolio Management from the University of Cape Town and a Masters degree in Behavioral Science from the London School of Economics and Political Science (LSE). A native South African, Kate is most interested in the impact that behavioral science can have on poverty and development initiatives throughout the developing world.

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