

BSPA conference 2021

theme bridging divides & changing minds with behavioral science



thursday may 6

11:00am **welcome and agenda setting**

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

Margaret Levi (Stanford University), **Craig Fox** (UCLA) & **Sim Sitkin** (Duke University)

11:15am **how national security and intelligence rely on behavioral science**

Join Martin Dempsey and Sue Gordon as they share key experiences where behavioral science was leveraged to enhance national security and intelligence. Also hear their advice for the next generation of leaders in government, and the behavioral scientists who interact with them.

speakers

Martin Dempsey (Former Chairman, Joint Chiefs of Staff)

Sue Gordon (Former Principal Deputy Director of National Intelligence)

moderator

Sim Sitkin

12:00pm **topic-focused addresses**

Hear from our community thought leaders as they present 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: **financial decision making, energy & environment, and justice & ethics.**

speakers

financial decision making | **Dean Karlan** (Frederic Esser Nemmers Distinguished Professor of Economics and Finance at Northwestern University, and the Founder and President of Innovations for Poverty Action)

energy | **Hunt Allcott** (Associate Professor Of Economics, New York University)

education | **Angela Duckworth** (Professor of Psychology at the University of Pennsylvania)

1:00pm **coffee break / lunch break** (*geographically determined*)

1:30pm **lightning talk parallel sessions 1**

Following the three topic-focused panels, competitively selected papers on each topic will be presented simultaneously in three parallel sessions. Participants select one of three separate tracks to attend, **financial decision making, energy & environment** and **justice & ethics**.and will come away from each talk with novel, actionable insights.

various speakers

thursday may 6

- 2:15pm **fireside chat: changing minds**
Join Adam Grant in conversation with Morela Hernandez on the critical art of rethinking: learning to question your opinions and open other people's minds.
speakers
Adam Grant (The Saul P. Steinberg Professor of Management, Professor of Psychology, at The Wharton School of Business, University of Pennsylvania)
interviewer
Morela Hernandez (Donald and Lauren Morel Associate Professor of Business Administration, University of Virginia)
- 3:00pm **coffee break / lunch break** (*geographically determined*)
- 3:30pm **government applications of behavioral insights**
Local and federal government in the U.S. continues to make progress applying behavioral science into their policy-making and programmatic operations. In this session, researchers working inside government share recent learnings from the field, informing domains such as vaccination, transportation, and policing.
panelists (*featuring representatives from the behavioral insights teams*)
Anita Ravishankar (D.C. Metropolitan Police Department)
Crystal Hall (U.S. Office of Evaluation Sciences)
Matthew Clark (City of Durham)
moderator
David Yokum, (Brown University)
- 4:15pm **ethical applications of behavioral science**
This session features a series of short talks highlighting different practitioner perspectives on ethics and ethical challenges of behavioral science interventions in the field
panelists
Chiara Varazzani (OECD)
Scott Young, Sr. (BVA Group)
Elizabeth Kim (Spotify)
Kevin Brilliant (Chicago Bulls)
Neela Saldanha (Independent Applied Behavioral Scientist)
moderator
Christopher Nave (University of Pennsylvania)
Evan Nesterak (Behavioral Scientist)
- 5:00pm **networking events**

friday may 7

11:00am **welcome to day 2 + presentation of bspa awards**

Hear about our latest community project, the Applied Behavioral Science Association, and see how you can be involved!

presenters

Lena Belagolova (GoodRx)

Connor Joyce (Microsoft)

presentation of the 2021 BSPA best publication award & new investigator 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 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.

presenters

Margaret Levi (Stanford University)

Todd Rogers (Harvard Kennedy School)

11:15am **special panel: political polarization - causes and cures**

Political and social polarization are one of the defining challenges of our time. One of the most promising new applications of behavioral science is learning to understand the sources of increasing division and promising remedies. Our expert panel features both practitioners and behavioral scientists in conversation about how behavioral insights can help us bridge these divides.

speakers

Francis Fukuyama (Stanford University)

Arlie Hochschild (UC Berkeley)

Michael Podhorzer (AFL-CIO)

Robb Willer (Stanford University)

moderator

David Brooks (New York Times)

12:00pm **topic-focused addresses**

Hear from our community thought leaders as they present the behavioral science findings most relevant to promoting the application of rigorous behavioral science research to concrete societal challenges. In this second of two topic-focused panels, we feature experts in the behavioral science of: **justice & ethics, management & labor, and health.**

speakers

justice & ethics | Max Bazerman (Jesse Isidor Straus Professor of Business Administration at the Harvard Business School)

management & labor | Ashleigh Rosette (Senior Associate Dean and Professor of Management and Organizations at the Fuqua School of Business at Duke University)

health | Jeffrey Pfeffer (Thomas D. Dee II Professor of Organizational Behavior at the Graduate School of Business, Stanford University)

friday may 7

1:00pm **coffee break / lunch break** (*geographically determined*)

1:30pm **lightning talk sessions 2**

Following the three topic-focused panels, competitively selected papers on each topic will be presented simultaneously in three parallel sessions. Participants select one of three separate tracks to attend - **justice & ethics**, **management & labor** and **health** and will come away from each talk with novel, actionable insights.

various speakers

2:15pm **authors shaping new perspectives – overcoming resistance to change**

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

Robert Livingston - "The Conversation: How Seeking and Speaking the Truth About Racism Can Radically Transform Individuals and Organizations" (Professor, Harvard University)

Katherine Milkman - "How to Change: The Science of Getting from Where You Are to Where You Want to Be" (Professor, The Wharton School of the University of Pennsylvania)

Leidy Klotz - "Subtract: The Untapped Power of Less" (Professor, University of Virginia)

moderator

David Nussbaum (Professor, University of Chicago)

3:00pm **coffee break / lunch break** (*geographically determined*)

3:30pm **keynote conversation: new perspectives from familiar voices**

A rare opportunity to see these three of the founders of our field live in conversation with NPR's Shankar Vedantam. Hear them discuss their updated perspectives on social influence, noise and nudging, and their forthcoming books.

speakers

Rober Cialdini (Arizona State University Regents' Professor Emeritus of Psychology and Marketing, Department of Psychology)

Daniel Kahneman (Professor of Psychology and Public Affairs Emeritus at the Princeton School of Public and International Affairs)

Richard Thaler (Professor of Behavioral Science and Economics at the University of Chicago Booth School of Business)

moderator

Shankar Vedantam (Social Science Correspondent & Host, Hidden Brain, NPR)

4:45pm **closing remarks**