



2026 ANNUAL BEHAVIORAL SCIENCE & POLICY ASSOCIATION CONFERENCE

THEME:

Strong Societies Need
Good Information

JUNE 7 - 8, 2026

HARVARD KENNEDY SCHOOL

BEHAVIORALPOLICY.ORG



Sunday, June 7, 2026

1:00 - 1:30 PM

Registration and Networking

Acuña-Sunshine Lobby, First Floor, Wexner Building

1:30 - 1:45 PM

Welcome Remarks

HKS John F. Kennedy Jr. Forum

Conference Co-Chairs: **Jennifer Lerner, Elizabeth Linos & Julia Minson**

BSPA Co-Presidents: **Craig Fox & Sim Sitkin**

1:45 - 2:45 PM

Plenary Session I: Fireside Chat

Look Again: The Gift and the Curse of Habituation

HKS John F. Kennedy Jr. Forum

Speakers:

Tali Sharot (University College London; MIT)

Cass Sunstein (Harvard University)

2:45 - 3:00 PM

Coffee/Tea Break

3:00 - 4:00 PM

Breakout Paper Session I

TOPIC A: AI and Algorithmic Decision-Making

Wexner Building, Room 436

Session Chair: Don Moore (University of California, Berkeley)

Talk 1: Don Moore

(University of California, Berkeley)

Confidence Calibration in Large Language Models

Talk 3: Juliana Schroeder

(University of California, Berkeley)

Spillover Effects of Deepfake Labeling on Subsequent Judgments of Video Authenticity

Talk 2: Sasha Brietzke (Geisinger Health)

A Prospective Randomized Trial of Algorithmically Selected Nudges to Increase Influenza Vaccinations

Talk 4: Bethany Hsiao (University of Pennsylvania)

Perceptions of Fairness in Algorithmic Decision-Making

continued on next page

Sunday, June 7, 2026

3:00 - 4:00 PM

Breakout Paper Session I (*continued*)

TOPIC B: "Millions Served:" The Applied Behavioral Science of Influence

Wexner 330

Session Chair: Steve Martin (Influence at Work)

Session Respondent: Bob Cialdini (Arizona State University)

Talk 1: Steve Martin (Influence at Work)

The Persuaders v. The Evaders: How Social Norms Are Helping to Reduce Public Transport's Free-Rider Problem

Talk 3: Eloise Copland (Influence at Work)

Delivering Sustained and Beneficial Environmental Change

Talk 2: Markus Brauer (University of Wisconsin)

Leveraging Social Norms to Promote Diversity and Inclusion

TOPIC C: Energy and Environmental Policy

NO SESSION CHAIR

Wexner 332

Talk 1: Sara Constantino

(Stanford University)

Intergenerational Transmission of Pro-Environmental Attitudes and Behaviors

Talk 3: Anandita Sabherwal

(Princeton University & Boston College) &

Danielle Goldwert (New York University)

Increasing Outcome Efficacy Beliefs Galvanizes Support for Congestion Pricing

Talk 2: Trisha Shrum

(University of Vermont)

Dear Tomorrow: Conversations with the Future

continued on next page

Sunday, June 7, 2026

3:00 - 4:00 PM

Breakout Paper Session I (*continued*)

TOPIC D: Behavioral Science for Inclusive Policy Design

Rubenstein Building 306

Session Chair: Crystal Hall (University of Washington)

Talk 1: Crystal Hall

(University of Washington)

*A Structural Approach to Equity in Policy Design:
From Bias to Systems*

Talk 3: Rima-Maria Rahal

(Vienna University of Economics and Business)

*From Cognition to Action: Informing Inclusive
Policy Design with Cross-Cultural Basic Research*

Talk 2: Danyao Li

(University of Southern California)

*Cool the Heat: Does Deliberation Reduce
Polarization on DEI Policies and When?*

Talk 4: Jose Cervantez

(University of Pennsylvania)

*Does Making it Easier to Find Racial Minorities
Increase Diversity? A Field Experiment in STEM*

4:15 - 5:15 PM

Breakout Paper Session II

TOPIC A: New Methods in Intervention Design

Wexner 436

Session Chair: Michael Hallsworth (Behavioral Insights Team)

Talk 1: Michael Hallsworth

(Behavioral Insights Team)

*When Designing Interventions, What is the Best
Division of Labor Between Human and Artificial
Intelligence?*

Talk 3: Max Spohn (Harvard University)

*Barriers to Evidence Adoption: A Conjoint Analysis
of Policymakers' Preferences for Evidence*

Talk 2: Joseph Reiff

(University of Maryland, College Park)

*Behavioral Intervention Construal: A Framework
for Understanding Inferences from Interventions*

Talk 4: Felipe Araujo (Lehigh University)

*Policy Learning for Payment Compliance: Out-of-
Time Evidence on the Value—and Limits—of ML
Targeting*

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Sunday, June 7, 2026

4:15 - 5:15 PM

Breakout Paper Session II (*continued*)

TOPIC B: Political Polarization

Wexner 330

Session Chair: Morela Hernandez (University of Michigan)

Talk 1: Morela Hernandez

(University of Michigan)

The Social Dynamics of Political Polarization

Talk 2: Audrey Feldman

(Harvard University)

Sports Fandom Is a Social Virtue

Talk 3: Rhea Kim Kothari

(University of California, Berkeley)

They Saw a Headline: Partisan Evaluations of Credibility and Engagement in Identical News Headlines

Talk 4: Cristina Figueroa Sisniega

(University of Amsterdam)

Stories of the Past and Present Day Polarization

TOPIC C: Poverty and Social Policy

Wexner 332

Session Chair: Elana Safran (OES)

Talk 1: Elana Safran (OES)

Evidence from the SSI Program

Talk 2: Soon Hyeok Choi

(Rochester Institute of Technology)

The Winner's Curse in Housing Markets

Talk 3: Will von Geldern

(University of Washington)

Administrative Burdens in Tenant Right to Counsel Programs: Evidence from a Field Experiment

continued on next page

Sunday, June 7, 2026

4:15 - 5:15 PM

Breakout Paper Session II (*continued*)

Topic D: Social Norms for Behavior Change

Rubenstein 306

Session Chair: Todd Rogers (Harvard University)

Talk 1: Todd Rogers

(Harvard University)

OPOWER for Student Absenteeism: Scaling a Norms Intervention

Talk 3: George Kinkead

(King's College London)

Do Group Chats Moderate Message Campaigns?: Harnessing Shared Knowledge to Support Students

Talk 2: Wen Wen Teh (Ideas42)

From Scarcity to Agency: Narrative-Informed Behavioral Design for Cash Transfers

5:30 - 6:45 PM

Poster Session & Cocktail Reception

Wexner Commons and HKS Café, Ground Floor, Wexner Building

Poster Session: Various Presenters (see p. 14 for details)

7:00 PM onward

Networking Dinners

(optional; meet in lobby)

On your own or in theme-based groups (sign-up available)

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Monday, June 8, 2026

8:00 - 8:45 AM

Breakfast Buffet and Networking

Wexner Hallway and Classrooms

Curated tables of approximately 8 people by area of interest

9:00 - 10:00 AM

Plenary Session II:

Predicting an Uncertain Future — Forecasting and Predicting Low-Probability, High-Consequence Events

HKS John F. Kennedy Jr. Forum

Speakers:

Phil Tetlock (University of Pennsylvania & Forecasting Research Institute)

Ezra Karger (Forecasting Research Institute & Federal Reserve Bank of Chicago)

Discussant: **Juliette Kayyem** (Harvard University)

10:15–11:15 AM

Breakout Paper Session III

TOPIC A: Institutionalizing Behavioral Science

Wexner 436

Session Chair: Amira Boland (New Practice Lab & Georgetown University)

Talk 1: Amira Boland

(New Practice Lab & Georgetown University)

How to Win Friends and Influence Policy: Doing Behavioral Science with Government

Collaborators

Talk 2: Irene Lee (Harvard University)

Leaders as Choice Architects: Scaling Decision Improvement Through Training

Talk 3: Sally Toms & John Burkhardt

(International Monetary Fund)

Why Reforms Stall: A Behavioral Lens to Make Public Sector Modernization Effective in Practice

Talk 4: Liliane Harue Kishi (Brazilian School of Public & Business Administration) &

Alexandre Galardinovic Ribeiro (Federal Revenue Service of Brazil)

Nudging Taxpayers: How Behavioral Evidence and Better Information Strengthen Public Policy

continued on next page

Monday, June 8, 2026

10:15–11:15 AM Breakout Paper Session III (*continued*)

Topic B: Political Polarization and Intergroup Dynamics

Wexner 330

Session Chair: Einav Hart (George Mason University)

Talk 1: Einav Hart (George Mason University)
*From Disagreement to Better Information:
Embracing Discomfort to Build Intellectual
Humility*

Talk 2: Dilan Tulan (Harvard University)
*Bridge or Sink: Reducing Partisan Animosity with a
Cooperative Game Show*

Talk 3: Tyler Salley (University College London)
*Ambiguous Political Cues and How They Shape
the Way People Work Together*

Talk 4: Daniel Connolly (Princeton University)
*Does Noise Trump Bias? Evidence from Voter
Beliefs*

Topic C: Markets and Economic Behavior

Wexner 332

Session Chair: Judd Kessler (University of Pennsylvania)

Talk 1: Judd Kessler (University of Pennsylvania)
*The Economics of Hidden Markets and Getting
“Lucky by Design”*

Talk 2: Nathaniel Posner (Columbia University)
*How Markets Replace Favors: The Psychological
Process and Social Costs of Help-Seeking
Crowd-Out*

Talk 3: Shibeal O’Flaherty
(OES, General Services Administration)
*Evidence from the Small Business Administration
(SBA)*

Talk 4: Bo Cowgill (Columbia University)
*Clause and Effect: Theory and Field Experimental
Evidence on Noncompete Clauses*

continued on next page

Monday, June 8, 2026

10:15–11:15 AM

Breakout Paper Session III (*continued*)

Topic D: Education and Training

Rubenstein 306

Session Chair: Daniel Oppenheimer (Carnegie Mellon University)

Talk 1: Daniel Oppenheimer

(Carnegie Mellon University)

Harnessing Pre-Commitment to Improve Student Attendance and Participation in Post- Secondary Classrooms

Talk 3: Tom Tasche (ideas42)

Why Most Educational Nudges Fail—and How Subtraction Fixes Them

Talk 2: Nuria Tolsa Caballero (Indiana University)

Same Performance, Yet Feeling Far Behind: Lower Ranks Undermine Expectancy, Discouraging Reengagement

11:30 - 12:30 PM

Plenary Session III: Fireside Chat

HKS John F. Kennedy Jr. Forum

Behavioral Science and Public Policy: Past, Present, and Future

Speakers:

Robert Cialdini (Arizona State)

Betsy Levy Paluck (Princeton University)

Format: 40-minute Presentation, 20-minute Q&A

12:30 – 1:00 PM

Networking and Lunch Buffet

Acuña-Sunshine Lobby, First Floor, Wexner Building

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Monday, June 8, 2026

1:00 - 2:00 PM

Seated Lunch & TED-Style Book Panel #1

HKS John F. Kennedy Forum

Book authors:

Angela Duckworth (University of Pennsylvania),

Situated: Finding the People and Places That Bring Out Your Best

Judd Kessler (University of Pennsylvania), *Lucky by Design*

Michael Hallsworth (Behavioral Insights Team), *The Hypocrisy Trap*

2:15 - 3:15 PM

Breakout Paper Session IV

Topic A: Taking Behavioral Evidence to Scale

Wexner 436

Session Chair: Iris Bohnet (Harvard University)

Talk 1: Iris Bohnet (Harvard University)

Fairness at Work: Behavioral Science in Organizations

Talk 3: Feiyi Wang (University of Pennsylvania)

Integrating Behavioral Science Theory with Large Language Models to Study Persuasion at Scale

Talk 2: Janna Ter Meer

(Scripps Research Translational Institute)
The Role of Cohort Effects on Efficacy Reduction at Scale: Evidence from the Rollout of a Large Digital Health Intervention

Talk 4: Linnea Gandhi (University of Pennsylvania)

Do Social Welfare Nudges Generalize Over Wordings, Behaviors, Individuals, & Time? A 380k Megastudy

continued on next page

Monday, June 8, 2026

2:15 - 3:15 PM

Breakout Paper Session IV (continued)

Topic B: Public Narratives and Opinion Change

Wexner 330

Session Chair: Jan Gerrit Voelkel (Cornell University)

Talk 1: Jan Gerrit Voelkel (Cornell University)
Using Crowdsourced Megastudies to Identify the Most Effective Strategies for Changing Public Opinion

Talk 3: Molly Moore
(Washington University in St Louis)
Stories That Move People: Examining Public Narrative in Leadership

Talk 2: Christian Elbaek (Aarhus University)
Megastudy Testing 20 Treatments to Increase Support for Wealth Redistribution

Topic C: Behavior Science in Organizations

Wexner 332

Session Chair: Julia Lee Cunningham (University of Michigan)

Talk 1: Julia Lee Cunningham
(University of Michigan)
Humanizing the Frontlines: Individuating Connections Reduce Customer Mistreatment

Talk 3: Cassandra Merritt
(University of Notre Dame)
AI Adoption, Manager Beliefs, and Hiring Intentions

Talk 2: Yuan Pei (Asian Development Bank)
Adopting Effective Management Practices: Experimental Evidence on Supporting Workplace Mental Health

Talk 4: Brenda Sciepura (University of California, Berkeley & Harvard University)
Highlighting Pay Backfires in International Health Worker Recruitment

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Monday, June 8, 2026

2:15 - 3:15 PM

Breakout Paper Session IV (*continued*)

Topic D: Behavior Science in Health Policy

Rubenstein 306

Session Chair: Gretchen Chapman (Carnegie Mellon University)

Talk 1: Gretchen Chapman

(Carnegie Mellon University)

Differential Views of Influenza and COVID Vaccines

Talk 3: Sarah (Shih-Hua) Chen (Harvard University)

Same Emotion, Opposite Effects: The Role of Emotional Relevance in Public Health Campaigns

Talk 2: Jeffrey Linder (Northwestern University)

Effect of Personalized Risk Communication, Precommitments, and Accountability on Opioid Prescribing

Talk 4: Amir Goren (Geisinger Health)

Nudges Can Help Crack the Nut of Emergency Department Overuse: Evidence from Five Field Trials

3:15 - 3:30 PM

Coffee/tea break

Wexner Building, 3rd Floor

3:30 - 4:30 PM

TED-Style Book Panel #2

HKS John F. Kennedy Jr. Forum

Book authors:

Julia Minson (Harvard University),

How to Disagree Better

Baruch Fischhoff (Carnegie Mellon),

Decisions: Studying and Supporting People Facing Hard Choices

Nick Epley (University of Chicago),

A Little More Social: How Small Choices Create Unexpected Happiness, Health, & Connection

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Monday, June 8, 2026

4:45 - 5:45 PM

Closing Plenary IV

Behavioral Science for Strengthening Democracy

HKS John F. Kennedy Jr. Forum

Speaker: **Danielle Allen (Harvard University)**

Moderator: **Nancy Gibbs (Harvard University)**

5:45 - 6:45 PM

Cocktail Reception & Awards Ceremony

Wexner Commons and HKS Café, Ground Floor,
Wexner Building

7:00 PM onward

Networking Dinners (optional)

Meet in lobby

On your own or in groups (sign-up available)

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Poster Presentations

Sunday, June 7, 5:30–6:45 PM

Lefteris (JASON) Anastasopoulos

(University of Georgia)

Rational Irreproducibility: Publication Incentives, P-Hacking, and Optimal Mechanism Design

Declan Carroll

(University of Colorado Boulder)

Parlay Share and Overconfidence in Online Sports Betting

Bader Batarfi

(Human Resource Development Fund)

Better Information, More Hiring: Behavioral Tests on a National Employment Platform

Yanto Chandra

(Department of Public and International Affairs, City University of Hong Kong)

Making Inclusive Crowdsourcing Work Better: The Effects of Generative AI Intervention in Policy Idea

RUZICA BREČIĆ

(Faculty of Economics and Business, University of Zagreb)

A Family Signal for Policy Targeting: Parent–Child Unhealthy Liking

Laura Cojocaru

(MDRC)

When Does Information Work? Lessons on Strategic Information Design from Fifteen Years of Behavioral

Nick Byrd

(Geisinger College of Health Sciences)

Moral Surgery: 1st- vs. 3rd-personal Judgments About Pre- vs. Post-operation Identity

Matt Darling and Karla Terroba

(MEF Associates)

Applying Behavioral Science at Scale: Improving Public Benefit Communications Across Hundreds of Doc

Romain Cadario

(Erasmus University, Rotterdam School of Management)

Effectiveness of Screen Time Management Apps Across 104 Countries: Implications for Digital Well Being

Yalda Daryani

(University of Southern California)

The Homogenizing Engine: AI's Role in Standardizing Culture and the Path to Policy

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Poster Presentations

Sunday, June 7, 5:30–6:45 PM

Brenden Eum

(Rotman School of Management, University of Toronto)

Cognition is the Invisible Hand: Response Times Encourage Market Efficiency

Carolyn Fan

(Cornell University)

Structural Racism and LGBTQ+ Discrimination in State Policy: Implications for Healthcare Access

Paula Freiría

(Ceibal)

Improving Secondary School Attendance through Family Engagement: Evidence from a RCT in Uruguay

Anna Gifty Opoku-Agyeman

(Harvard Kennedy School)

Manager Identity and the Workplace

Brunno Guarnieri Roso

(Brazilian School of Public and Business Administration)

When Burden Hurts: Emotions in Citizen–State Interactions

Ashraf Haque

(Syracuse University)

Behavioral Performance Feedback: Loss Aversion, Benchmarking, and Bureaucratic Behavior

Sara Kay

(IBM/Carnegie Mellon University)

Behavioral Patterns in Digital Financial Equity

Artur Klingbeil

(Martin Luther University Halle–Wittenberg, Germany)

AI Made Me Do It: Policy Implications of Over-Reliance on Harmful and Immoral AI Advice

Gordon Kraft–Todd

(Univ. of British Columbia)

Quantifying the Climate Action Gap: Why Individual Behavior Change Needs Systemic Support

Huong Le

(University of Alberta)

Fairness as Information: How Justice Frames Shape Energy Policy Debates in Alberta

Do Lee

(New York University)

Belief Distortions, Asset Prices, and Unemployment Fluctuations

Lou Lennad

(Harvard Kennedy School)

Peaks and Valleys of Behavioral Science at the European Commission

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Poster Presentations

Sunday, June 7, 5:30–6:45 PM

Laura Libby

(Toyota Research Institute)

Behavioral Science Interventions Improve Electric Vehicle Charging

Lauren Lilly

(The University of Texas at Dallas)

Age Differences in Trust Decision and Decision Making: Evidence to Inform Policy Design

Dalbert Ma

(London Business School)

The Hidden Fragility of Full Automation: Human Coexistence as Organizational Slack

Ranokhon Mamyrova

(Student, Psychology Department, Moscow Synergy University (Private Higher Education Institution))

Behavioral Insights in Public Health Policy

Deidra Miniard

(The University of Texas at Austin)

How Solar Desalination Technology Changes Household Water Decisions in Kenya

Sonali Mishra

(Indian Institute of Technology)

Quality of Care Across the Maternal Continuum: Maternal and Child Health Outcomes in India

Christelle Ngnoumen, Sean Asbury, and Kim

Nguyen Ngnoumen

(Voya Financial)

Smarter Frames and Visuals: Turning Information into Better Financial Decisions

Ross O'Hara

(Persistence Plus LLC)

Continuous Enrollment: Changing the Default in College from Withdrawal to Persistence

Dan Rosica

(ideas42)

Meeting Basic Needs More Effectively: Behavioral Evidence from Real-World Systems

Jyotirmaya Satpathy

(Poornapragna Institute of Scientific Research, India)

Exploring Chaotic Business Conditions Through Neuroscience

Lena Schaefer

(Geisinger Health)

Timely Reminders Substantially Increase Shingles Vaccination

Patrick Sewell

(Universitat Pompeu Fabra)

Attention Allocation Under Scarcity: Theory & Experiment

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Poster Presentations

Sunday, June 7, 5:30–6:45 PM

Siddharth Sekhar Singh

(SETS Innovation Labs)

Beyond Automation: A Socio-Technical Framework for Agentic and Human-Centered AI in the Global South

Katie Skartvedt

(London School of Economics and Political Science)

Debiasing Everyday Decisions: Can Brief Interventions Help Young People?

Patrycja Sleboda

(Baruch College, City University of New York)

Watch the Label! Consumers' Understanding, Preferences and Willingness to Pay for Plant-Based Food

Michael Sobolev

(University of Southern California)

De-sludging Elicits Less Opposition Than Nudging

Glen Spiteri

(UCLA)

Understanding How Global Income Rank Comparisons Influence Donations to Charity

Long Tran

(The Ohio State University's John Glenn College of Public Affairs)

What Appeals Can Encourage Citizens to Report Public Corruption? Theory and Experimental Evidence

Will Wu

(University of Colorado Boulder)

On Consumers' Reactions to Tariffs

Jiaqi Yuan

(University of Minnesota, Twin Cities)

When the Wind Picks Up: Technology Hype and Industry Dynamics

Allison Zelkowitz

(The Center for Utilizing Behavioral Insights for Children (CUBIC))

Can We Make Behavioral Science Itself Easier? Meet the CLIMB Cards

Xiuyuan Flora Zhang

(Brown University)

Do People Impose a Tradeoff on Mental and Physical Skills for Task and Job Performance?

Thank You to Our Sponsors



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BSPA Conference is held in collaboration with Duke Behavioral Science & Policy Center, Behavioral Grooves, and Behavioral Scientist.