



2026 ANNUAL BEHAVIORAL SCIENCE & POLICY ASSOCIATION CONFERENCE

THEME:

Strong Societies Need
Good Information

JUNE 7 - 8, 2026

HARVARD KENNEDY SCHOOL

BEHAVIORALPOLICY.ORG

behavioral
science & policy association

Sunday, June 7, 2026

1:00 - 1:30 PM

Registration and Networking

Wexner Lobby, Harvard Kennedy School (HKS)

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:

Cass Sunstein (Harvard University)

Tali Sharot (University College London; MIT)

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

Talk 1 / Session Chair: Don Moore

(University of California, Berkeley)

Confidence Calibration in Large Language Models

Talk 3: Yunhao Zhang

(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

TOPIC B: "Millions Served:" The Applied Behavioral Science of Influence - Wexner 330

Talk 1 / Session Chair: 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.

Session Respondent: Bob Cialdini (Arizona State)

Talk 2: Markus Brauer (University of Wisconsin)

Leveraging Social Norms to Promote Diversity and Inclusion.

Sunday, June 7, 2026

3:00 - 4:00 PM Breakout Paper Session I (continued)

TOPIC C: Energy and Environmental Policy - Wexner 332

Talk 1 / Session Chair: Sara Constantino
 (Stanford University)
Intergenerational Transmission of Pro-Environmental Attitudes and Behaviors

Talk 3: Anandita Sabherwal
 (Princeton University & Boston College)
Increasing Outcome Efficacy Beliefs Galvanizes Support for Congestion Pricing

Talk 2: Trisha Shrum (University of Vermont)
Dear Tomorrow: Conversations with the Future

TOPIC D: Behavioral Science for Inclusive Policy Design - Rubenstein Building 306

Talk 1 / Session Chair: 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

Talk 1 / Session Chair: 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

Sunday, June 7, 2026

4:15 - 5:15 PM

Breakout Paper Session II (*continued*)

TOPIC B: Political Polarization - Wexner 330

Talk 1 / Session Chair: 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

Talk 1 / Session Chair: Elana Safran (Office of Evaluation Sciences (OES), General Services Administration)
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

Topic D: Social Norms for Behavior Change - Rubenstein 306

Talk 1 / Session Chair: Todd Rogers
(Harvard University)
OPOWER for Student Absenteeism: Scaling a Norms Intervention

Talk 2: Wen Wen Teh (Ideas42)
From scarcity to agency: narrative-informed behavioral design for cash transfers

Talk 3: George Kinkead (King's College London)
Do Group Chats Moderate Message Campaigns?: Harnessing Shared Knowledge to Support Students

Sunday, June 7, 2026

5:30 - 6:45 PM

Poster Session & Cocktail Reception

HKS Garden Room & Café, Wexner Building Ground Floor

7:00 PM onward

Networking Dinners

(optional; meet in lobby)

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

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)

Juliette Kayyem (Harvard University)

10:15–11:15 AM

Breakout Paper Session III

TOPIC A: Institutionalizing Behavioral Science - Wexner 436

Talk 1 / Session Chair: 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 and John Burkhardt
(International Monetary Fund)
Why Reforms Stall: A Behavioral Lens to Make Public Sector Modernization Effective in Practice

Talk 4: Aline Menezes and Liliane Harue Kishi
(Brazilian School of Public & Business Administration)
Nudging Taxpayers: How Behavioral Evidence and Better Information Strengthen Public Policy

Monday, June 8, 2026

10:15–11:15 AM

Breakout Paper Session III (*continued*)

Topic B: Political Polarization and Intergroup Dynamics - Wexner 330

Talk 1 / Session Chair: 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)
*The Hidden Politics of Work: Policy Levers for
Cue-Based Political Differences*

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

Topic C: Markets and Economic Behavior - Wexner 332

Talk 1 / Session Chair: 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 (Office of Evaluation
Sciences, 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*

Topic D: Education and Training - Rubenstein 306

Talk 1 / Session Chair: Daniel Oppenheimer
(Carnegie Mellon University)
*Harnessing pre-commitment to improve
student attendance and participation in post-
secondary classrooms*

Talk 2: Nuria Tolsa Caballero
(Indiana University)
*Same performance, yet feeling far behind:
Lower ranks undermine expectancy,
discouraging reengagement*

Talk 3: Tom Tasche (ideas42)
*Why Most Educational Nudges Fail—and How
Subtraction Fixes Them*

Monday, June 8, 2026

11:30 - 12:30 PM

Plenary Session III: Fireside Chat

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

HKS John F. Kennedy Jr. Forum

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

Wexner Main Lobby, First Floor

1:00 - 2:00 PM

Seated Lunch & TED-Style Book Panel #1

(Published Sept 2025-August 2026)

HKS John F. Kennedy Forum

Book authors:

Julia Minson (Harvard University), *How to Disagree Better*

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

Talk 1 / Session Chair: **Iris Bohnet**
(Harvard University)

Fairness at Work: Behavioral Science in Organizations

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 dig

Talk 3: **Feiyi Wang** (University of Pennsylvania)

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

Talk 4: **Linnea Gandhi**

(University of Pennsylvania)

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

Monday, June 8, 2026

2:15 - 3:15 PM

Breakout Paper Session IV

Topic B: Public Narratives and Opinion Change - *Wexner 330*

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

Talk 2: Christian Elbaek (Aarhus University)
Megastudy testing 20 treatments to increase support for wealth redistribution

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

Topic C: Behavior Science in Organizations - *Wexner 332*

Talk 1 / Session Chair: 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 Scieपुरa (University of California, Berkeley & Harvard University)
Highlighting pay backfires in international health worker recruitment.

Topic D: Behavior Science in Health Policy - *Location: Rubenstein 306*

Talk 1 / Session Chair: 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

Monday, June 8, 2026

3:15 - 3:30 PM

Coffee/tea break

3rd Floor Wexner Building

3:30 - 4:30 PM

TED-Style Book Panel #2

HKS John F. Kennedy Jr. Forum

Book authors:

Angela Duckworth (University of Pennsylvania), *Situated: Finding the People and Places That Bring Out Your Best*

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*

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

HKS Winter Garden, Wexner Building Ground Floor

7:00 PM on

Networking Dinners (optional)

Location TBD

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

ACKNOWLEDGEMENTS

We thank the Shorenstein Center on Media, Politics, & Public Policy at the Harvard Kennedy School, Harvard University.

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