



BSPA conference 2020

virtual

behavioral
science & policy association

thursday may 28

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

Hear from our co-founders, conference chair and *special guest* 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!

David Yokum (Brown University), **Craig Fox** (UCLA) & **Sim Sitkin** (Duke University)

11:15am **opening keynote featuring Dan Ariely**

Best-selling behavioral science author Dan Ariely will speak on the topic of: *"Who put the monkey in the driver's seat? Reflections on how we make decisions from Corona Times"*.

Dan Ariely (James B. Duke Professor of Psychology and Behavioral Economics at Duke University)

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

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. In this first of two topic-focused addresses, BSPA has identified three 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

financial decision making | **Melissa Knoll** (Section Chief, Decision-making & Behavioral Studies, Consumer Financial Protection Bureau)

energy | **Paul Ferraro** (Bloomberg Distinguished Professor of Human Behavior and Public Policy at Johns Hopkins University)

justice & ethics | **Kevin Donahue** (Deputy City Administrator & Deputy Mayor for Public Safety & Justice, Washington D.C.)

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

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

Following the three topic-focused addresses, competitively selected papers on each topic will be presented simultaneously in three parallel sessions. Speakers will focus on the 'latest' behavioral research findings in: **financial decision making**, **energy & environment** and **justice & ethics**.

Participants select one of three separate tracks to attend, and will come away from each talk with novel, actionable insights. Attendees will have to pick which of these sessions they wish to attend ahead of time.

various speakers - please see appendix for more details

These presentations will be recorded and available for viewing after the conference. Attendees will be able to subsequently view the sessions that they are unable to view live.

- 2:15pm **authors shaping new perspectives**
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
Michael Luca – “The Power of Experiments” (Professor, Harvard Business School)
Wendy Wood – “Good habits, bad habits” (Professor, University of Southern California)
Jamil Zaki – “The War for Kindness” (Professor, Stanford University)
moderator
Dolly Chugh (Professor at New York University Stern School of Business).
- 3:00pm **coffee break / lunch break** (*geographically determined*)
- 3:30pm **behavioral science in action: lessons from U.S. cities**
Cities have been trying to avoid the common pitfalls made by others when applying behavioral science to their policies and practices. What universal lessons can we learn from these early adopters? Join three U.S. cities as they discuss applying behavioral insights within their own cities – and the successes and failures that have accompanied these efforts.
panelists (*featuring representatives from the behavioral insights teams*)
Ryan Smith (Strategic Initiatives Manager, Durham Office of Performance and Innovation)
Kate Kinnison (R&D Administrator, San Antonio Office of Innovation)
Sam Quinney (Director, The Lab @ DC)
moderator
Clarence Wardell III (Director, City Solutions, What Works Cities)
- 4:15pm **putting behavioral insights to work: successes in the private sector**
Engage with our behavioral science practitioner experts as they highlight ‘what works’ in the private sector – and address how to increase collaborative opportunities between industry and researchers. The panel will also address the actions that private sector practitioners and policy makers in business and government can take to improve their communities and organizational work environments through the use of behavioral insights.
speakers
Charlotte Blank (Chief Behavioral Officer, Maritz)
James Guszczka (US Chief Data Scientist, Deloitte Consulting)
Francois Millard (Senior VP & CAO, The Vitality Group)
moderator
Shankar Vedantam (Social Science Correspondent & Host, Hidden Brain, NPR)
- 5:00pm **networking events**

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11:00am **welcome to day 2!**

Hear from our conference chair as he introduces Day 2 of the Behavioral Science in Policy & Application annual conference, learn about our latest community project, the Behavioral Science Census , and see how you can be involved!

David Yokum (Brown University) & **Steve Wendel** (Morningstar)

presentation of the 2020 best publication 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.

presenter

Rick Larrick (Hanes Corporation Foundation Professor of Business Administration, Duke University)

11:15am **COVID-19: opportunities for behavioral policy**

The ongoing COVID-19 (novel coronavirus) pandemic is being accompanied by a devastating human toll and increasingly crushing economic downturn. Engage with our featured behavioral science practitioner-expert panel as they discuss how behavioral insights can help decision makers navigate the challenging present crisis; and the best way to chart a future course for success.

speakers

Pete Lunn (Economic & Social Research Institute/Trinity College)

Maria Messick (Policy Advisor, Office of Governor Gina Raimondo)

Federico Raimondi Slepai (City of Rome, Italy)

moderator

David Brooks (op-ed columnist, New York Times)

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

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In this first of two topic-focused addresses, BSPA has identified three areas of focus where we particularly seek to encourage an interchange between behavioral scientists, policy makers and practitioners: education, management & labor, and health.

speakers

education | Susanna Loeb (Director, Annenberg Institute and Professor, Brown University)

management & labor | Herman Aguinis (Professor, George Washington University)

health | Jason Doctor (Chair of Health Policy & Management Dept. and Professor, University of Southern California)

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

friday may 29

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

Following the three topic-focused addresses, competitively selected papers on each topic will be presented simultaneously in three parallel sessions. Speakers will focus on the 'latest' behavioral research findings in: **education & culture, management & labor** and **health**.

Participants select one of three separate tracks to attend, and will come away from each talk with novel, actionable insights. Attendees will have to pick which of these sessions they wish to attend ahead of time.

various speakers - please see appendix for more details

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2:15pm **behavioral science in action: update from the states**

The view from government leadership.

Special Guest TBA

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

3:30pm **behavioral science in action: update from the U.S. federal government**

Hear from the U.S. Federal government as it discusses the evolution of The Foundations for Evidence-Based Policymaking Act, current behavioral science initiatives, and what the Act means for the wider behavioral science community.

Kelly Bidwell (Director, Office of Evaluation Sciences, U.S. Federal Government)

4:00pm **putting behavioral insights to work: successes & key takeaways from the consulting sector**

Encounter practitioners who tackle behavioral science interventions in both the private/public sector— what are the benefits of this work, as well as the challenges? Speakers will discuss: What are some of the areas where behavioral science has the biggest opportunity to influence behavior now and in the future? What new behavioral science ideas and/or tools do you think practitioners and policy makers should try to learn? What could/should researchers do to have a bigger impact on public policy?

speakers

Kristen Berman (Co-founder, Irrational Labs)

Michael Hallsworth (Managing Director, BIT North America)

Piyush Tantia (Chief Innovation Officer, ideas42)

moderator,

Mary Steffel (Professor at Northeastern University & Academic Affiliate on the Office of Evaluation Sciences)

4:45pm **concluding remarks & next steps**

5:00pm **networking events**

lightning sessions

session 1

financial decision making

Lisa Gennetian

Duke University

Behavioral Insights on Cash Transfers to Families

David Lewis

BEworks

Behaviorally Informed Advice: Overcoming Behavioral Biases to Enhance Investor Outcomes

Elizabeth Perry

Federal Retirement Thrift Investment Board

Everyone Else is Making a Mistake: Effects of Peer Error on Saving Decisions

energy & environment

Faraz Haqqi

ideas42

Designing to Make Trash Disposal Easier: Evidence from a RCT in New York City Public Housing

Mary Clair Turner

Office of Evaluation Sciences, U.S. General Services Administration

Applying Insights from the Behavioral Sciences to Decrease Energy Use in Public Housing

Ashley Whillans

Harvard Business School

Nudging the Commute

justice & ethics

Wandi Bruine de Bruin

University of Southern California

Asking About Social Circles Improves Election Predictions

Roger Mayer

NC State University

Police-Public Trust: Time to Look at the Whole Picture

lightning sessions

session 2

education & culture

Caitlin Anzelone

MDRC's Center for Applied Behavioral Science

Encouraging Additional Summer Enrollment in College: Incentives + Choice

Rekha Balu

MDRC's Center for Applied Behavioral Science

Setting New Defaults Related to Income Verification

Jessica Lasky-Fink

University of California, Berkeley

Using Behavioral Insights to Improve Administrative Communications in Education

management & labor

Clayton Featherstone

The Wharton School, University of Pennsylvania

When Will Information Nudges Work?

Einav Hart

The Wharton School, University of Pennsylvania

Getting to Less: When Negotiating Harms Post-Agreement Performance

Michael Yeomans

Imperial College Business School & Harvard Business School

Conversational Receptiveness: Improving Engagement with Opposing Views

health

Aline Holzwarth

Center for Advanced Hindsight at Duke University; Pattern Health

Digital Tools for Behavior Change

Mark Lowry

National Cancer Institute

NCI's CLASS: Examining the Impact of State Nutrition and PA Laws in Schools

Shivaani Prakash

JUUL Labs

The Effect of Electronic Nicotine Delivery System Use on Cigarette Smoking: A Randomized Trial