BSPA conference 2021

theme bridging divides & changing minds with behavioral science

behavioral
science & policy association

agenda

11:00am

welcome and agenda setting

Hear from our co-founders and conference chair as they introduce the BSPA annual conference - and learn how to get the most out of your virtual experience with us!

Craig Fox (UCLA), **Margaret Levi** (Stanford University) & **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 panel

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 **education**.

speakers

energy & environment | Hunt Allcott (Senior Principal Researcher, Microsoft Research, and Visiting Professor of Law, Harvard University)
education | Angela Duckworth (Professor of Psychology at the University of Pennsylvania)
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)

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 **education** and will come away from each talk with novel, actionable insights.

various speakers

agenda

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, The Darden School of Business, 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

Matthew Clark (City of Durham)
Crystal Hall (U.S. Office of Evaluation Sciences)
Anita Ravishankar (D.C. Metropolitan Police Department)

moderator

David Yokum, (Brown University)

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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

Kevin Brilliant (Chicago Bulls)
Elizabeth Kim (Spotify)
Neela Saldanha (Independent Applied Behavioral Scientist)
Chiara Varazzani (OECD)
Scott Young (BVA Group)

moderator

Christopher Nave (University of Pennyslvania)
Evan Nesterak (Behavioral Scientist)

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Applied Behavioral
Science Association

5:00pm

networking events

agenda

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 Belogolova (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 panel

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)
health | Jeffrey Pfeffer (Thomas D. Dee II Professor of Organizational Behavior at the Graduate School of Business, Stanford University)
management & labor | Ashleigh Rosette (Senior Associate Dean and Professor of Management and Organizations at the Fuqua School of Business at Duke University)

agenda

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

Leidy Klotz - "Subtract: The Untapped Science of Less" (Professor, University of Virginia)
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)
Robert Livingston - "The Conversation: How Seeking and Speaking the Truth About Racism Can Radically Transform Individuals and Organizations" (Professor, Harvard University)

moderator

David Nussbaum (Adjunct 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 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

Robert 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**

5:00pm **networking session**

lightning sessions

session 1

education & culture

Melisa Basol
Cambridge University
Towards Psychological Herd Immunity: Prebunking Against COVID-19 Misinformation Across Cultures

Wing Hsieh
Monash University
Reducing Prejudice in the Real World – What Works? What Scales?

Poruz Khambatta
UCLA
Calibrating Algorithms to Ideal Preferences Would Make Individuals and Companies Better Off

energy & environment

Howard Kunreuther
University of Pennsylvania
Incentivizing Homeowners to Invest in Solar Panels Now

Sara Melena
National Park Service
Protect Yourself, Protect the Reef: Behavior-based strategies to protect coral reefs

Claudia Schneider
University of Cambridge
The Interplay of Dynamic Norms and Affect in Motivating Action on Climate Change

financial decision making

Elana Safran
OES
Increasing SSI Uptake Among a Potentially Eligible Population

Eesha Sharma
Dartmouth College
Psychological Ownership as an Intervention: Improving the Government Benefits Participation Gap

Michael Thompson
Morningstar, Inc
Understanding Savings Rate Inequality by Race, Place and Policy

lightning sessions

session 2

health

Craig Brimhall
University of Utah
Changes to the Decision Context Can Nudge People to Choose More Effective Commitment Contracts

Hengchen Dai
UCLA
Behavioral Nudges Increase COVID-19 Vaccinations: Evidence from the Field

Yefim Roth
University of Haifa
Addressing Pandemics Using Gentle Rule Enforcement

justice & ethics

Ravi Kudesia
Temple University
Toward a Crowd Policing Policy Informed by Behavioral Science: Insights from Ferguson, MO

Eyal Peer
Hebrew University of Jerusalem
Pledges for Curbing Dishonesty: What Works, What Not and Why

Paul Slovic
University of Oregon
From the War Room to Death Row: Virtuous Violence in America

management & labor

Jon Jachimowicz
Harvard Business School
The Challenge of Maintaining Passion for Work Over Time

Bhavya Mohan
University of San Francisco
Paying for Parity: Measuring Consumer Responses to Wage Gap Disclosure

Sherry Wu
UCLA
Having a Voice in Your Group: Field Experiments on Behavioral and Attitudinal Change

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