

BSPA CONFERENCE 2025

Online conference – May 1–2, 2025

behavioral
science & policy association



theme: applying behavioral science in your own backyard

thursday
may 1

11:00am

welcome remarks

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

Craig Fox, UCLA
Denise Rousseau, Carnegie Mellon University
Sim Sitkin, Duke University
Abby Sussman, University of Chicago

11:10am

fireside chat: international development without a federal mandate

The US federal government has dramatically reduced its support for foreign aid in recent months. This fireside chat will explore innovative approaches to international development that operate outside federal programs. The discussion will highlight how evidence-based solutions can drive global impact through paths such as NGOs, private sector initiatives, and grassroots efforts.

speakers

Dean Karlan, Northwestern University
Nicholas Kristof, NY Times Columnist and Best-Selling Author

12:00pm

book panel: morality and polarization

This book panel examines recent work by behavioral scientists examining how deeply held beliefs shape society—for better and worse. Authors will discuss a range of topics including the dangers of ideological certainty, the role of cultural instincts in division and unity, and the cognitive flexibility needed to combat extremism.

speakers

Michael Morris — *"Tribal: How the Cultural Instincts That Divide Us Can Help Bring Us Together"* — Columbia Business School
Steven Sloman — *"The Cost of Conviction: How Our Deepest Values Lead Us Astray"* — Brown University
Leor Zmigrod — *"The Ideological Brain: The Radical Science of Flexible Thinking"* — Best-Selling Author

moderator

Dave Nussbaum, University of Chicago

12:45pm

break

1:15pm

topic-focused keynote addresses

Hear from our community thought leaders as they discuss 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: environment & sustainability; healthcare; and poverty & financial well-being.

area 1: environment & sustainability

Katherine White, Sauder School of Business

area 2: healthcare

Jeffrey A. Linder, Northwestern Medicine

area 3: poverty & financial wellbeing

Carrie Leana, University of Pittsburgh

2:15pm **parallel sessions: lightning talks in three areas**
Following the topic-focused keynote addresses, competitively selected presentations will describe recent research with novel, actionable insights. Participants will select one of three parallel sessions to attend: environment & sustainability; healthcare; and poverty & financial well-being.

various speakers

3:00pm **break**

3:30pm **panel discussion: experimenting in your organization**
Behavioral insights are only as useful as their real-world application. This session will explore how organizations can embed experimentation into decision-making.

speakers

Jennifer Kurkoski, Google
Vickie Pisowicz, Eyes to See
Jessie Wisdom, Adobe

moderator

Elizabeth Linos, Harvard University

4:15 pm **panel discussion – behavioral aspects of policing**
This session will explore the intersection of behavioral science and policing, exploring topics such as the role of trust in effective law enforcement and strategies to prevent crime before it occurs. The session will include discussion of recent research identifying evidence-based policies.

speakers

Jens Ludwig, University of Chicago
Roger Mayer, North Carolina State University
Tom Tyler, Yale University

moderator

David Schoorman, Purdue University

5:00 pm **day 1 closing remarks**

friday may 2

11:00 am

welcome remarks

11:10 am

panel discussion: scaling and implementation of behavioral interventions

Translating research into large-scale impact is a persistent challenge in behavioral science. This session will provide perspectives from academics and practitioners focusing on overcoming barriers to scaling, designing interventions that work in diverse contexts, and ensuring sustained policy change.

speakers

Emily Cardon, BIT US

Louise Connell, Lancaster University

Dean Fixsen, Active Implementation Research Network, Inc

Stefano DellaVigna, University of California, Berkeley

moderator

Scott Young, The London School of Economics

12:10 pm

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Hear from our community thought leaders as they discuss the behavioral science findings most relevant to promoting the application of rigorous behavioral science research to concrete societal challenges. In this second of three topic-focused keynote addresses, we feature experts in the behavioral science of: education; justice & ethics; and organizations & management.

area 4: education

Tina Christie, UCLA

area 5: justice & ethics

Emma Levine, University of Chicago

area 6: organizations & management

Matthew Cronin, George Mason University

1:10 pm

break

2:00 pm

parallel sessions: lightning talks in three areas

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various speakers

2:45pm

break

3:30 pm

panel discussion: injecting behavioral science insights for health care policy

This session will explore the intersection of behavioral science, policy, and health, highlighting cutting-edge research and practical applications that drive meaningful improvements in public health and well-being.

speakers

David Asch, University of Pennsylvania
Sally Welborn, Principal, Welborn Advisory Services

moderator

Kevin Volpp, University of Pennsylvania

4:30 pm

best publication & young investigator awards

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 nonprofit 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.

presenter

Hal Hershfield, UCLA

5:00 pm

bspa upcoming conferences, events, special issues & day 2 closing

lightning sessions

session 1

environment & sustainability

Pierre Chandon

INSEAD

When Should Carbon Footprint Labeling Be Mandatory For All Food Products? The Role Of Co_2

Shemal Doshi

INSEAD

Immediate Vs. Delayed (Identical) Benefits: How Temporal Reframing Shapes Adoption Of Sustainable

Mahika Hari

Evidn

Harnessing Behavioral Science To Build Trust In The Energy Transition

Jiaying Zhao

University Of British Columbia

Probabilistic Refunds Increase Beverage Container Recycling Behavior

healthcare

Ilana Brody

UCLA Anderson School Of Management

Feedback Is A Two-Way Street: Evidence From A Physician Incentive Program

Shoham Choshen-Hillel

Hebrew University

Pain And Prejudice: Sex Bias In Pain Management Decisions

Roos van Duijnhoven

Nuance Behavior, Inc

The Right Support At The Right Time: Personalizing Health Behavior Interventions

Sebastian Salomon-Ballada

The Behavioural Insights Team

Reminders Work, Chatbots Work Better: Increasing Immunization Vaccine Uptake in Argentina

lightning sessions

session 1

poverty & financial wellbeing

Benedict Guttman-Kenney

Rice University

How Do Consumers Respond To Gas Price Shocks?

Ania Jaroszewicz

UC San Diego

Cash Transfers for Poverty Alleviation: What We Know—and What We Don't

Robert Kuan

University of Pennsylvania

Behavioral nudges prevent loan delinquencies at scale: A 13-million-person field experiment

Franklin Shaddy

UCLA

Why People Prefer Demand- Versus Supply-Oriented Policy Solutions to Scarcity

lightning sessions

session 2

education

Jeffrey Ebert

Penn Medicine Nudge Unit, Perelman School of Medicine
Scalable And Effective Driver Safety Interventions

Asaf Mazar

University of Pennsylvania
Friction: Large Effects of Small Obstacles

Victor Seah

Singapore University Of Social Sciences
Nudging From Nothing: Lessons From Creating a University Nudge Unit From Scratch

Swati Sharma

Indian Institute of Technology Delhi
Does Negative Marking Lead to Gendered Exam Taking Behavior: Experimental Evidence From India

justice & ethics

Erika Kirgios

University Of Chicago
Diversity Incentives Can Increase Women's Leadership Aspirations

Swapneel Mehta

Boston University
Beyond Fact-Checking: How Truth Warrants Create Accountable Online Discourse Across Political Lines

Will Von Geldern

University Of Washington
Evictions, Right to Counsel, and Administrative Burden

Megan Weber

UCLA Anderson School of Management
Meet Them Where They Are: Promoting Civic Engagement with Opportunistic Appeals

lightning sessions

session 2

organizations & management

Nick Byrd

Geisinger College of Health Sciences

Adversarial collaboration among fact-checkers: bipartisanship outweighs partisanship in preferences

Daniel Keum

Columbia University

Economic Cost of Prosocial CEOs

Sophia Pink

University Of Pennsylvania

Do People Choose Choice Sets Wisely? Evidence That People Systematically Err Due to Myopic Thinking

Max Spohn

Harvard Kennedy School

Underestimating The Ideological Complexity of Outgroup Members' Opinions Drives Partisan Animosity

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