

# Workshop on Behavioral Economics: Exploring Applications and Research Methods

## Location

National Academies of Sciences, Engineering, and Medicine  
Keck Center, Room 100  
500 Fifth Street, NW  
Washington, DC 20001

And via the event page: <https://www.nationalacademies.org/event/07-18-2022/workshop-on-behavioral-economics-exploring-applications-and-research-methods>

Please note: in-person attendance is limited to those who pre-registered via Eventbrite

## Purpose

- Explore application of behavioral economics insights across a variety of policy domains
- Discuss the strengths and challenges of methodologies
- Consider future directions for research and the application of insights from behavioral economics to policy

**MONDAY, JULY 18, 2022**

**ALL TIMES ARE EASTERN DAYLIGHT TIME (GMT-4 HOURS)**

**11:00 am**

### Welcome and Setting the Stage for the Workshop

Alison Buttenheim, University of Pennsylvania; Co-Chair, Committee on Future Directions for Applying Behavioral Economics to Policy  
Robert Moffitt, Johns Hopkins University; Co-Chair, Committee on Future Directions for Applying Behavioral Economics to Policy

**11:15 am**

### Implementing Behavioral Economics Using Nudge Units

*A Brief History, with Reflections on What's Worked, What's Not, and Opportunities Moving Forward*  
David Yokum, The Policy Lab, Brown University

*"Scailures": Growing Pains in Applying Behavioral Science to New Contexts*  
Chaning Jang and Anisha Singh, The Busara Center for Behavioral Economics

*City of Mesa - Using Behavioral Insights to Build a Nudge Community of Practice*  
Jolene Pomeroy and Joe Zhao, Mesa, AZ City Nudge Team

Moderator: Alison Buttenheim

### Q&A

**1:15 pm**

### Break

**2:15 pm**

### The Importance of Irrelevant Factors (Behavioral Economics) in Designing Public Policy

Richard Thaler, University of Chicago

Moderator: Kevin Volpp, University of Pennsylvania; Member, Committee on Future Directions for Applying Behavioral Economics to Policy

### Q&A

## Workshop on Behavioral Economics: Exploring Applications and Research Methods

3:15 pm

### Behavioral Economics In Action: Enhancing Economic Well-Being

*Behavioral Economics and Social Policy: Insights to Improve Returns on Public Investments*  
Lisa Gennetian, Duke University

*Applying Behavioral Science to Policy: 3 Lessons from Research on Retirement Savings*  
Saurabh Bhargava, Carnegie Mellon University

Moderator: Angela Fontes, Fontes Research, LLC; Member, Committee on Future Directions for Applying Behavioral Economics to Policy

#### Q&A with the committee

4:45 pm

### Wrap Up Day One

Alison Buttenheim  
Robert Moffitt

5:00 pm

### END DAY ONE

**TUESDAY, JULY 19, 2022**

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11:00 am

### Welcome and Overview of Day Two

Alison Buttenheim  
Robert Moffitt

11:05 am

### Behavioral Economics in Action: Climate Change

Åsa Löfgren, University of Gothenburg

Moderator: Joshua Graff Zivin, University of California, San Diego; Member, Committee on Future Directions for Applying Behavioral Economics to Policy

#### Q&A

11:45 am

### A New Manifesto for Applied Behavioral Science

Michael Hallsworth, Behavioral Insights Team

Moderator: Jennifer Trueblood, Vanderbilt University; Member, Committee on Future Directions for Applying Behavioral Economics to Policy

#### Q&A

12:45 pm

### Break

1:45 pm

### Behavioral Economics In Action: Reducing Disparities

#### Criminal Justice/Incarceration

*Behavioral Science and Criminal Justice Reform*  
Aurelie Ouss, University of Pennsylvania

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## **Education Quality/Outcomes**

*Future Directions for Behavioral Economics in K-12 Education*  
Sally Sadoff, University of California, San Diego

*Future Directions for Behavioral Economics in Higher Education*  
Ben Castleman, University of Virginia

Moderator: Catherine Eckel, Texas A&M University; Member, Committee on Future Directions for Applying Behavioral Economics to Policy

## **Q&A**

3:45 pm

### **Wrap Up Workshop**

Alison Buttenheim  
Robert Moffitt

3:55 pm

### **END WORKSHOP**