



## GSA and BSPA Workshop Series

November 7, 2018 | 12:15 PM – 2:30 PM  
1800 F ST NW, Washington DC 20405

Join us for a training where experts from the Behavioral Science and Policy Association (BSPA) will facilitate two simultaneous workshops. RSVP [here](#) or email [oes@gsa.gov](mailto:oes@gsa.gov).

12:15 PM - 12:30 PM **Registration**, GSA Conference Center Atrium, Rm 1461

12:30 PM - 1:00 PM **Networking**, GSA Conference Center Atrium, Rm 1461

1:00 PM - 2:30 PM **Workshops**

- **Using Repeat Testing to Make Services More Effective**
- **An Introduction to Behavioral Science for Government**

### **Using Repeat Testing to Make Services More Effective:**

**Michael Hallsworth, Managing Director, North America at the Behavioral Insights Team.** This 90 minute workshop will give attendees new ways of understanding behavior, and show the benefits of repeat testing. Dr. Hallsworth will provide a simple framework for improving the design of public services based on behavioral science. Participants will apply this framework to increase tax compliance, to gain hands on experience with a practical example. The workshop will show how repeated testing allowed an agency to understand exactly what messages were most likely to have an impact and why, and how they identified more effective approaches at little cost. This workshop is suitable for anyone overseeing the delivery of services or interested in the power of data to improve public administration.

### **Introduction to Behavioral Science for**

**Government: Gretchen Chapman, Professor in Social & Decision Sciences at Carnegie Mellon University.** This 90-minute workshop will

provide an overview of insights from the social and behavioral sciences that can be applied to federal programs and policies. Professor Chapman will present classic and cutting-edge results from field studies that demonstrate the power of behavioral insight interventions to shift health, financial, and consumer behavior. An innovation tournament will allow workshop participants to apply the findings to public policy relevant behaviors. This workshop is suitable for federal employees and others who are interested in applying decision science to improve behavioral outcomes. Participants with an interest in conducting behavioral field tests in Federal agencies are especially encouraged to attend.

## Speakers

**Michael Hallsworth** is Managing Director, North America at the Behavioral Insights Team (BIT). BIT was set up by the then UK Prime Minister in 2010 as the first government institution dedicated to applying behavioral sciences. BIT is now a world-leading consulting firm whose mission is to help organizations to apply behavioral insights in support of social purpose goals. Previously, Michael lead BIT's global work on health and tax and was a Senior Policy Advisor in the Cabinet Office of the UK government.



While at Her Majesty's Revenue and Customs, Michael won a Civil Service Award for pioneering the use of large-scale randomized controlled trials applying behavioral economics to increase tax collection. He has a PhD in behavioral economics from Imperial College London, and a First Class MA and MPhil from the University of Cambridge. His work has been published in, among others, the *Journal of Public Economics*, *The Lancet*, *The Oxford Review of Economic Policy*, and *Nature Human Behaviour*.

**Gretchen Chapman** has been a Professor in Social & Decision Sciences at Carnegie Mellon University since 2017. Prior to joining the faculty at CMU, Dr. Chapman was a Distinguished Professor of Psychology at Rutgers University where she served as Department Chair of Psychology and Acting Co-Director of the Center for Cognitive Science. She is the recipient of an APA early career award and a NJ Psychological Association Distinguished Research Award and a fellow of APA and APS. She is a former senior editor at *Psychological Science*, a past president of the Society for Judgment & Decision Making, the author of more than 100 journal articles, and the recipient of 20 years of continuous external funding.

