



**NATIONAL RESEARCH COUNCIL
DIVISION OF BEHAVIORAL AND SOCIAL SCIENCES AND EDUCATION**

**Using Social Science to Inform Policy:
A Discussion with Congressional Members and Staff**
November 12, 2013
Capitol Visitor Center
HVC-201
Washington, DC 20004

Speaker Biographies

Hon. Brian N. Baird began his presidency at Antioch University Seattle in July 2013. During his 12 years of service in the United States House of Representatives, prior to arriving at Antioch University, he was known and respected for taking principled stands, careful study of issues, and the ability to build bipartisan relationships.

Before his election to Congress, Dr. Baird's background, skills, and his PhD in Clinical Psychology provided him the opportunity to spend two decades working in clinical settings with specializations in neuropsychology and medical applications of psychology. Additionally, Dr. Baird has taught at the Jackson School of International Studies at the University of Washington (UW), Pierce Community College, as well as 12 years with the Department of Psychology at Pacific Lutheran University (PLU) where he was appointed as chair.

Dr. Baird has also provided continuing education in communication and ethics via the Professional Education Group, was Senior Vice President of Government Affairs for Vigor Industrial, and was appointed by Governor Christine Gregoire to the Washington Student Achievement Council where the council members chose him as chair to direct the council in policy guidance and analysis for all higher education in the state of Washington.

Dr. Baird and his wife, economist Rachel Nugent, enjoy many outdoor activities with their young twin sons.

Robert Cialdini is Regents' Emeritus Professor of Psychology and Marketing at Arizona State University. He has taught at Stanford University and Harvard's Kennedy School of Government. He has been elected president of the Society of Personality and Social Psychology. He is the recipient of the Distinguished Scientific Achievement Award of the Society for Consumer Psychology, the Donald T. Campbell Award for Distinguished Contributions to Social Psychology, the (inaugural) Peitho Award for Distinguished Contributions to the Science of Social Influence, and the Distinguished Scientist Award of the Society of Experimental Social Psychology. Professor Cialdini's book *Influence: Science and Practice*, which was the result of a three-year program of study into the reasons that people comply with requests in everyday settings, has sold over two million copies while appearing in numerous editions and twenty-eight languages.

Nancy Johnson is senior public policy advisor for Baker Donelson. After serving 24 years in the U.S. Congress, Nancy Johnson joined Baker Donelson because she shares the Firm's commitment to service excellence. She served 18 years on the House Ways and Means Committee and played an integral role in the passage of every major tax, trade and health care initiative during years of rapid technological and political change and the globalization of the economy. Ms. Johnson is widely recognized for her acumen and sound analyses of healthcare, tax and trade policies. She is a powerful advocate on these issues for the Firm's clients.

Ms. Johnson's legislative record is a testament to her strategic expertise and ability to build coalitions. She has been recognized frequently for her leadership on such disparate issues as manufacturing, health policy, fair tax and trade policy, child and family issues and the environment. Ms. Johnson is an authority on health policy and as such, a key member of any team seeking to negotiate policies governing Medicare or developing a universally accessible health care system. As a member and then Chairwoman of the Ways and Means Health Subcommittee, she introduced the national Children's Health Insurance Program and was a principal author of the Medicare Modernization Act. Her many years of service have given her a deep knowledge of the health care delivery system, including the need for systems change, quality measurement and payment reform to improve quality and efficiency.

She introduced the health information technology legislation that led to the establishment of the Office of the National Coordinator for Health Information Technology (HIT) and continues to fight for broad adoption of HIT to reduce medical errors and improve care quality. Her broad knowledge of the many challenges in this area, from deployment to privacy and security issues, enable Ms. Johnson and the Baker Donelson health policy team to guide and represent those interested and affected by technology and systems change in the health sector.



As the Chairman of the House Ways and Means Oversight Subcommittee, Ms. Johnson authored a series of taxpayer rights bills that provided protections for individuals and small businesses and passed legislation to implement the recommendations of the commission to reorganize the IRS to modernize consumer services and enhance agency accountability.

Arthur Lupia is Hal R. Varian Professor of political science and Research Professor at the Institute for Social Research at the University of Michigan. His research explores how information and institutions affect policy and politics with a focus on how people make decisions when they lack information. He is the recipient of many honors and awards including: The 2007 Warren Mitovsky Innovators Award from the American Association of Public Opinion Research; The 1998 NAS Award for Initiatives in Research from the National Academy of Sciences; the 1996 Emerging Scholar Award from the American Political Science Association's Elections, Public Opinion and Voting Behavior section. He was a John Simon Guggenheim Foundation Fellow (2006-2007) and was previously a fellow at the Center for Advanced Study in the Behavioral Sciences. He was elected a Fellow of the American Association for the Advancement of Science in 2003 and as a Member of the American Academy of Arts and Sciences in 2007. His books include *The Democratic Dilemma: Can Citizens Learn What They Need to Know?* (1998), *Elements of Reason: Cognition, Choice, and the Bounds of Rationality* (2000), *Stealing the Initiative: How State Government Reacts to Direct Democracy* (2001), and *Positive Changes in Political Science: The Legacy of Richard D. McKelvey's Most Influential Writings* (2007). Dr. Lupia received his M.A. and Ph.D. in social science from the California Institute of Technology.