Behavior Evaluation: Creating Effective and Evaluable Behavior Programs

Instructors: Alexandra Dunn, Research Into Action; Miriam Goldberg, and Shawn Bodmann DNV GL

Full Day 9:30am – 5:30pm
$150 (includes two breaks and lunch)

In this workshop, participants will:

- Know the value of using experimental and quasi-experimental techniques for evaluating behavior pilots and programs
- Understand the difference between true experiments, quasi experiments, and observational research
- Understand the limitations of various analytical techniques and evaluation designs
- Understand what’s needed to make specific evaluation approaches reliable
- Know how to set up a randomized treatment-control design so it’s valid
- Be able to design behavior programs to improve evaluability
- Feel comfortable linking process and impact evaluation methods and results for behavioral programs
- Learn how to integrate the evaluation of behavior programs with concurrently running, more traditional efficiency programs to avoid double-counting of savings

Intended Audience: Program managers, administrators, implementers will gain great insight into the value of integrating evaluation into behavior programs. Evaluators and evaluation managers will gain insight into the limitations and challenges of field experimentation, and will gain further insight into advanced evaluation techniques. Both Beginner and Advanced Evaluation Methods

Workshop Format: Lecture; work group exercises; some group activities with interactive group tasks

About the Instructors:

Alexandra Dunn, Ph.D., Senior Consultant 1, is a research and statistical analyst, cognitive psychologist, and linguist.

She has conducted experimental and quasi-experimental research for six years, including three with Research Into Action. At Research Into Action, she specializes in advanced research methods, including developing research designs to effectively assess behavioral interventions and planned program changes. Drawing on her cognitive psychology background, recently she has applied behavior change theories to identify opportunities to incorporate behavior change strategies into existing program designs. Dr. Dunn also conducts quantitative analyses of complex datasets using techniques that include structural equation modeling, meta-analysis, regression modeling, and hierarchical linear modeling.

Prior to joining Research Into Action in July 2011, she applied her academic work in linguistics to refine voice recognition software for UmeVoice, Inc., which creates voice user interfaces for stock traders on the New York Stock Exchange.

Dr. Dunn earned her Ph.D. in Cognitive Psychology from the University of California, Santa Cruz, and a B.A. in Cognitive Science from the University of California, Berkeley.
Miriam Goldberg is Director and Country Manager for Policy Analysis and Research for DNV GL – Energy. She oversees a team of 140 professionals including econometricians, survey specialists, and market analysts, and building engineers, for consulting services related to the “customer side” of the meter. Dr. Goldberg received the 2009 International Energy Program Evaluation Conference (IEPEC) Lifetime Achievement Award in recognition for contributions to energy-efficiency and demand response program evaluation.

Much of Dr. Goldberg’s work over the past 35 years has contributed to improving methods of measuring savings, to make demand-side resources more credible and reliable. She has conducted methodological assessments and authored guidance documents on a wide range of topics in this field. Her work on behavioral program evaluation has included technical leadership for impact evaluations of several types of behavioral programs, as well as methodological guidance roles.

Her technical expertise covers sampling and estimation, load research, billing data analysis, discrete choice modeling, end-use studies, pricing analysis, and segmentation. She has a Ph.D. in Statistics and an M.S. in Mechanical and Aerospace Engineering from Princeton University, as well as a B.A. in Mathematics from Harvard University.

Shawn Bodmann is a Senior Consultant for DNV GL – Energy. He helps clients understand how energy efficiency programs produce savings by changing customers’ attitudes, knowledge, and behaviors. In recent work, Dr. Bodmann has applied his experience in evaluation research and rigorous training in Psychology to focus on the dual challenges of evaluating innovative program design and the measurement of concepts such as behavior changes and program attribution.

Dr. Bodmann has authored or co-authored half a dozen peer-reviewed papers and presentations on behavioral outcomes. Most recently, he presented to IEPEC and AESP findings on the behaviors utility customers took due to watching a home-improvement television show. His overall evaluation experience includes process and impact evaluations of traditional prescriptive and custom rebate programs. His technical specialties include process evaluation, survey design, and survey analysis. He holds a Ph.D. in Psychology from the University of Wisconsin and a Bachelor’s in Computer Science from the University of Texas.