

# Crystal C. Hall

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Daniel J. Evans School of Public Policy and Governance  
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## Education

- Ph.D. Psychology, Princeton University (2008)  
Dissertation Title:  
“Decisions under Poverty: A Behavioral Perspective on the Decision Making of the Poor”  
Advisor: Eldar Shafir, Ph.D.
- MA. Psychology, Princeton University (2006)  
Thesis Title: “The Irresistible Influence of Useless Information”  
Advisor: Alexander Todorov, Ph.D.
- B.S. Decision Science / Policy and Management (2003)  
Carnegie Mellon University

## Appointments

- September 2016 – Present Associate Professor of Public Policy and Governance  
Daniel J. Evans School of Public Policy and Governance  
University of Washington
- January 2018 – Present Faculty Affiliate  
Center for Studies in Demography and Ecology  
University of Washington
- December 2009 – Present Faculty Affiliate  
West Coast Poverty Center  
University of Washington
- October 2015 – August 2019 Fellow, Office of Evaluation Sciences  
United States General Services Administration
- October 2015 – December 2016 Fellow, White House Social and Behavioral Sciences Team  
Office of Science and Technology Policy  
Washington, DC
- September 2008 – August 2016 Assistant Professor of Public Policy and Governance  
Daniel J. Evans School of Public Policy and Governance  
University of Washington

## Additional Experience

Research Affiliate, ideas42  
2011-present

Institute for Research on Poverty, Visiting Scholar  
University of Wisconsin-Madison – April 2013

Institute for Humane Studies, Social Change Workshop: Rationality and Public Institutions  
University of Virginia – June 2004

## Research Expertise

Judgment and Decision Making/Behavioral Economics  
Applied Behavioral Science  
Public Policy (Poverty and Social Policy)  
Culture and Social Class  
Social Cognition

## Publications, working papers, and reports

Larsen, V. J., **Hall, C.C.** & Wething, H. (in preparation) “Financial shocks and cognitive framing: Coping responses to financial emergencies”.

**Hall, C.C.** & Case, W. (in preparation) “Service charges versus tipping: Perceived impacts on service workers”.

Shepherd, D., **Hall, C.C.**, & Lambertson, C. (in preparation) “Behavioral insights to identify homeless students”.

Blume, G. & **Hall, C.C.** (in preparation) “Institutional racism and behavioral implications for red tape and administrative burden in the United States.

**Hall, C.C.** & Romich, J.R. (2016) “Low-and Moderate-Income Tax Filers Underestimate Tax Refunds: Implications for Financial Counseling and Policy”, *Journal of Financial Counseling and Planning*, 27(1), 36-46.

**Hall, C. C.** & Oppenheimer, D. (2015) “Error Parsing: A Novel method of implementing Social Judgment Theory”, *Judgment and Decision Making*, 10(5), 469-478

**Hall, C.C.**, Galvez, M.M. & Sederbaum, I. (2014) “Assumptions about behavioral and choice in response to public assistance: A Behavioral decision analysis”, *Policy Insights from the Behavioral and Brain Science*, 1(1), 137-143).

**Hall, C.C.**, Zhao, J. & Shafir, E. (2014) “Self-affirmation among the poor: Cognitive and behavioral implications”, *Psychological Science*, 25(2), 619-625.

Romich, J.L., Keenan, N., Miesel, D. J. & **Hall, C.C.** (2013) “Income Tax Time as a Time to Build Financial Capability, *Financial Education for Social Workers* (eds. Julie Birkenmaier, Jami Curley and Margaret Sherraden)

**Hall, C. C.** (2012) “Behavioral Decision Research, Social Class and Implications for Public Policy”, *Facing Social Class: How Societal Rank Influence Interaction* (eds. Hazel Rose Markus and Susan T. Fiske)

**Hall, C. C.**, Goren, A, Chaiken, S., and Todorov, A. (2009) “Shallow cues and deep effects: Trait judgments from faces and voting decisions”, *The Political Psychology of Democratic Citizenship* (eds. Borgida, E., Sullivan, J.L., & Federico, C.M.)

**Hall, C. C.** , Ariss, L. & Todorov, A. (2007) The illusion of knowledge: When more information reduces accuracy and increases confidence. *Organizational Behavior and Human Decision Processes*, 103(2), 277-290.

Todorov, A., Madisodza, A., Goren, A. & **Hall, C. C.** (2005) Inferences of competence from faces predict election outcomes. *Science*, 208, 1623-1626.

**Hall, C.C.**, Galvez, M.M. & Kleit, R., “Getting in the Door: Housing search processes of voucher recipients” (in preparation for *Housing Policy and Debate*)

## **Selected Professional Projects**

Behavioral Expert and Consultant: Behavioral Interventions to Advance Self Sufficiency (BIAS)  
Project Sponsored by the Administration for Children and Families (ACF) in the U.S. Department of  
Health and Human Services (HHS)  
In collaboration with MDRC  
2010-2016

Behavioral Expert Participant: Consumer Financial Protection Bureau (CFPB)  
Financial Education Innovation Meeting  
2012

Other clients and collaborators have included, at a local level: the United Way of King County, the United Way of Snohomish County, the Washington State Asset Building Coalition, the Oregon Opportunity Network, the Prosperity Agenda, the Seattle Housing Authority and the King County Housing Authority, the Washington Homeownership Resource Center, and the city of Washington, DC. At a national level they include: the Administration for Children and Families, the Consumer Financial Protection Bureau, the Corporation for Enterprise Development, MDRC, the Urban Institute, the World Bank, and ideas42.

## **Selected Professional Research Presentations**

**Hall, C. C.** (October, 2018). "Applied Behavioral Science: Psychology as a Tool for Policy Design and Implementation. Indiana University Cognitive Science Colloquium.

**Hall, C.C.** (September, 2018). "The Science of scarcity: Applying what we know". Families Learning Conference, Ft. Lauderdale, FL.

**Hall, C.C.** (June, 2018). "Behavioral Science as a Tool for Policy and Program Design. Keynote address: The Lab@DC, Formapalooza.

**Hall, C.C.** (March, 2018). "Applied Behavioral Science in the Federal Government". Society for Personality and Social Psychology, Intervention Science Preconference.

**Hall C.C.** (December, 2016). "Applied Behavioral Science: Psychology as a Tool for Policy Design and Implementation". University of Washington, Social Psychology Research Seminar.

**Hall, C.C.** (April 2016). "Applied Behavioral Science: Psychology as a Tool for Policy Design and Implementation". Oberlin College Department of Psychology Research Seminar.

**Hall, C.C.** (April 2013). "Re-evaluating Assumptions about Behavior and Choice in Response to Public Assistance: A Behavioral Decision Analysis". Institute for Research on Poverty Visiting Scholars Seminar Series, Madison, WI.

**Hall, C.C.** (April 2013). "Self-Affirmation and Decision Making in the Context of Poverty" University of Wisconsin-Madison Household Finance Scholars Meeting.

**Hall, C.C.** (September 2012). "Windfall or Expectancy: How Do Low-Income Tax Filers View Tax Refunds?". Evans School of Public Affairs Faculty Research Seminar.

**Hall, C.C. & Galvez, M.M.** (September 2012). "Getting in the Door: Stories of Voucher Recipients." Presented at University of Washington West Coast Poverty Center Housing Roundtable.

**Hall, C.C. & Galvez, M.M.** (April 2012). "Re-evaluating Assumptions about Behavior and Choice in Response to Public Assistance: A Behavioral Decision Analysis". Presentation at the annual meeting of the Urban Affairs Association, Pittsburgh, PA.

**Hall, C.C., Zhao, J. & Shafir, E.** (January, 2012). "Self-Affirmation and Decision Making in the Context of Poverty". Presentation at the annual meeting of the Society for Personality and Social Psychology. San Diego, CA.

**Hall, C.C.** (September, 2011) "Behavioral Decision Research in the Context of Poverty". Invited presentation at the Northwest Area Foundation Funded STEP meeting (Strategies to Eliminate Poverty). Portland, OR.

**Hall, C.C. & Hernandez, M.** (November, 2010) "Improving Irrational Decision-Making: Applying Behavioral Economics to Asset Building". Presentation at the annual meeting of the Association for Public Policy Analysis and Management. Boston, MA.

**Hall, C. C., Romich, J. L., Keenan, N., Miesel, D. J.** (November, 2010) "Psychological insights into how low-income tax filers view the EITC". Manuscript presented at the annual meeting of the Association for Public Policy Analysis and Management. Boston, MA.

**Hall, C.C.** (September, 2010). *Behavioral economics 101*. Invited presentation at the Corporation for Enterprise Development (CFED) Assets Learning Conference. Washington, D.C.

**Hall, C. C.** (June, 2010). *Savings intentions and behaviors: Interventions in the context of poverty*. Invited presentation at the Russell Sage Foundation Exploratory Workshop on Face-to-Face Social Class, New York, NY.

**Hall, C. C.** (May, 2010). *Decisions under poverty: Savings intentions in the short and long term*. Presented at University of Washington West Coast Poverty Center research seminar/Evans School faculty research seminar, Seattle, WA.

**Hall, C. C., Romich, J. L., Miesel, D. J. & Arevelo, A.** (November, 2009). *Psychological insights into how low-income tax filers view the EITC*. Presented at the annual meeting of the Association for Public Policy Analysis and Management, Washington, D.C.

**Hall, C.C. & Shafir, E.** (November, 2009). *Mental accounting in the context of poverty*. Presented at the annual meeting of the Society for Judgment and Decision Making, Boston, MA.

**Hall, C.C., Todorov, A., Goren, A., & Ballew, C.** (February, 2008). *Trait inferences from faces and voting decisions*. Presented at the annual meeting of the Society for Personality and Social Psychology, Albuquerque, NM.

**Hall, C. C. & Oppenheimer, D.** (August 2007). *The Technique of error parsing as a method of judgment analysis*. Manuscript presented at the biennial conference for Subjective Probability, Utility and Decision Making, Warsaw, Poland.

**Hall, C.C.** (November 2007). *Understanding Poverty: A Behavioral Perspective on the Decision Making of the Poor*. Presented at the Harvard University Kennedy School of Government, Cambridge, MA.

**Hall, C.C.** (April 2007). *Understanding Poverty: A Behavioral Perspective on the Decision Making of the Poor*. Presented at the Daniel J. Evans School of Public Affairs Faculty Research Seminar, University of Washington, Seattle, WA.

**Hall, C.C.** (April 2007). *Understanding Poverty: A Behavioral Perspective on the Decision Making of the Poor*. Presented at the Carnegie Mellon University department of Social and Decision Sciences Research Seminar, Pittsburgh, PA.

## **Funding Earned**

2018	Annie E. Casey Foundation “Support the use of behavioral science to enhance implementation” PI (\$100,000)
2018	University of Washington, West Coast Poverty Center Small Grant Program “Service charges versus tipping: Perceived impacts on service workers” PI (\$10,000)
2018	University of Washington Royalty Research Fund (Stress and Family Finances for Low Income Workers: A Pilot Study of Workplace Financial Coaching) Co-PI with Anjum Hajat, PhD and Marieka Klawitter, PhD (\$39,000)
2010	University of Washington, Center for Studies in Demography and Ecology (CSDE) Interdisciplinary Working Group Seed Grant (“Decision Making and Complexity”) Co-PI with Mark Long, PhD and Jennifer Romich, PhD (\$5000)
2010	University of Washington, West Coast Poverty Center Emerging Poverty Scholar Small Grant (“Getting in the door: Housing search histories of voucher recipients”) PI (\$14,956), Rachel Kleit, PhD (Co-PI)
2010	Annie E. Casey Foundation “Behavioral Tax Lab” PI (\$50,000)

## **Selected Awards and Fellowships**

2006 - 2008	Princeton Wilson Fellow: Fellowship of Woodrow Wilson Scholars Woodrow Wilson School of Public and International Affairs
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## **Teaching Experience**

Courses at the University of Washington (contact me for copies of syllabi)

Behavioral Perspectives on Decision Making in the Context of Poverty  
Spring 2010

Capstone Project Seminar  
Winter/Spring 2011, 2013, 2015

Intergroup Relations and Public Policy  
Fall 2011  
Spring 2015  
Winter 2019

Psychology for Policy Analysis  
Spring 2009, 2010, 2014, 2019  
Fall 2010, 2012, 2014, 2016

Quantitative Methods I  
Winter 2009, 2010, 2011, 2012, 2013, 2015, 2019

Race and Equity in Policy and Governance  
Winter/Spring 2019

#### Other Courses

Social Psychology in the Wild:  
Behavioral Science to Advance Psychological Theory and Public Policy  
July 2019, New York University (Society for Personality and Social Psychology)  
Summer Institute in Social and Personality Psychology (PhD Seminar)

#### **Academic and Professional Service**

Advisory Council: Center for Advanced Hindsight, Common Cents Lab  
(<https://advanced-hindsight.com/commoncents-lab/>)  
2019-present

Board of Directors: Burst for Prosperity (<http://www.burstforprosperity.org/>)  
2012-2013

Board of Directors: The Washington Bus (<http://washingtonbus.org/>)  
2014-2016

Current Doctoral Supervisory Committees at University of Washington:  
Helen Andrews (Independent PhD)  
Alicia Shen (Department of Psychology)  
Jane So (Foster School of Business)

Advisory Board, UW Graduate Opportunities and Minority Achievement Program (GO-MAP)  
(2009-present)

Organizing Committee, Society for Judgment and Decision Making, Annual Women in SJDM Luncheon  
(2009-2011)

#### **Professional Affiliations**

Association for Public Policy Analysis and Management  
Behavioral Science and Policy Association  
Society for Judgment and Decision Making  
Society of Personality and Social Psychology

#### **Software expertise**

Microsoft Office (Word, Powerpoint, Excel -- fluent)  
DirectRT (fluent)  
MediaLab (proficient)  
IBM SPSS Statistics (fluent)  
atlasTI (proficient)  
Qualtrics (fluent)