


 Basic Behavioral & Social Science  
 Opportunity Network

# Expanding Opportunities in Basic Behavioral and Social Science Research

Identifying New Opportunities Breakout Session:  
Advances in Future Applied Research

October 29, 2010

Hyatt Regency Washington on Capitol Hill



## Background

- **Issues in the translation process:**
  - Better theoretical models
  - Better understanding of basic mechanism of behavior change and dynamic processes
  - Better understanding of effects of cultural factors
  - More modeling
  - Advances in measurements
  - Systematic interventions do make a difference → but poor job in rolling them out



## Assumptions

- **A lot of the work has an implicit assumption; need to recognize that there is a delay in being able to apply basic research (Obama's statement that we may not realize the results for 30 years)**
- **There is a push to make basic and/or social science applied; need to recognize that there are unique contributions of each field.**



## The Challenge

- **Communication and Collaboration**
  - Requiring interdisciplinary communication and collaboration within funding mechanisms is key to enhancing interdisciplinary research)
  - Complex multi-factorial issue with no simple answers
- **Dissemination and scalability**
  - Occurs on a continuum but there are gaps in translation
  - Does it apply to real world settings



## The Opportunity

- **Methodology**
  - We aren't keeping pace with available data
  - What do we do with existing data and how do we use it across disciplines
- **Promote culture change**
  - NIH – provide incentives to bridge gap
  - Professional organizations , OppNet partners, universities
  - Training opportunities



## Anticipated Outcomes

- **Culture change resulting in b-BSSR becoming norm**
- **Stronger extant interdisciplinary teams bridging the gap between b-BSSR**
- **Better uptake of EB interventions**
- **Bigger impact on decreasing negative health consequences, improving QOL and life expectancy**

