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# This year's behavioral and development valentines, for your statistically significant other

**Inspired by previous years, it started out innocently enough:**

Hey [@charlesjkenny](#) are we doing [#developmentvalentines](#) again this year?

— Timothy Ogden ([@timothyogden](#)) [February 12, 2015](#)

I support it RT [@timothyogden](#): Hey [@charlesjkenny](#) are we doing [#developmentvalentines](#) again this year?

— Tom Murphy ([@viewfromthecave](#)) [February 12, 2015](#)

Valentine, you did benchmark your love for me against unconditional cash right? [#developmentvalentines](#)

— Timothy Ogden ([@timothyogden](#)) [February 13, 2015](#)

Hey girl, let's put our difference-in-differences aside and admit that we were both in standard error [#developmentvalentines](#)

— Rohit ([@Noompa](#)) [February 13, 2015](#)

My love for you is like the Sachs vs Easterly debate: fiery, sometimes irrational, and never-ending [#DevelopmentValentines](#)

— Erin Hohlfelder ([@Global\\_ErinH](#)) [February 14, 2014](#)

Hey girl, I'm not afraid of commitment. Or commitment contracts for that matter. [#developmentvalentines](#)

— Rohit (@Noompa) [February 13, 2015](#)

Because I'm all about that Baseline [#Developmentvalentines](#) [#Soundtrack](#)

— IPA (@poverty\_action) [February 13, 2015](#)

Why is everyone talking about M&E, when all I want to talk about is Me&U [#developmentvalentines](#)

— Amy Kalmbach (@amybkalm) [February 13, 2015](#)

[.@poverty\\_action](#) My love for you is so significant, I'm seeing  
\*\*\* [#developmentvalentines](#)

— US Household Finance (@IPA\_US) [February 13, 2015](#)

Valentine, with your treatment effect, I don't need no control group. [#developmentvalentines](#)

— William Easterly (@bill\_easterly) [February 13, 2015](#)

Every move you make Every bond you break Every step you take I'll be watching you & recording treatment impact [#developmentvalentines](#)

— IPA (@poverty\_action) [February 13, 2015](#)

At the same time, another line of valentines was going on, started with our friends at [ideas42](#) around behavioral economics (BE):

Hey [@poverty\\_action](#) we're in if you  
are... [#behavioralvalentines](#) [pic.twitter.com/RmhlGxCLvb](https://pic.twitter.com/RmhlGxCLvb)

— ideas42 (@ideas42) [February 13, 2015](#)

[.@timothyogden](#) [@charlesjkenny](#) [@viewfromthecave](#) You anchor me and let's never adjust [#behavioralvalentines](#) [#developmentvalentines](#)

— IPA (@poverty\_action) [February 13, 2015](#)

I don't want you, but I'd hate to lose you [#behavioralvalentines](#) [@ideas42](#)

— Katy Davis ([@davisk1000](#)) [February 13, 2015](#)

Think fast, girl, I love you. No need to activate System

2. [#behavioralvalentines](#) [@ideas42](#) [@poverty\\_action](#)

— Justin Milner ([@jhmilner](#)) [February 13, 2015](#)

I love you more than economists love simplifying  
psychology [#Behavioralvalentines](#)

— IPA ([@poverty\\_action](#)) [February 13, 2015](#)

[.@ideas42](#) [@poverty\\_action](#) unlike my rationality, my love for you knows no  
bounds [#behavioralvalentines](#)

— US Household Finance ([@IPA\\_US](#)) [February 13, 2015](#)

Baby, I'm having more trouble waiting for you than a kid for a second  
marshmallow [#BehavioralValentines](#) [#DevelopmentValentines](#) [@ideas42](#)

— IPA ([@poverty\\_action](#)) [February 13, 2015](#)

But we can all agree this was the most important tweet of the day:

Someone needs to get [@poverty\\_action](#)'s communications person a  
raise. [#developmentvalentines](#)

— Neha Paliwal ([@nehapl](#)) [February 13, 2015](#)

February 19, 2015