Policymakers are increasingly turning to insights gained from the experimental method as a means of informing public policies. Whether—and to what extent—insights from a research study scale to the level of the broader public is, in many situations, based on blind faith. This scale-up problem can lead to a vast waste of resources, a missed opportunity to improve people’s lives, and a diminution in the public’s trust in the scientific method’s ability to contribute to policymaking. This lecture provides a theoretical lens to deepen our understanding of the science of how to use science. Through a simple model, I highlight three elements of the scale-up problem: (1) when does evidence become actionable (appropriate statistical inference); (2) properties of the population; and (3) properties of the situation. I argue that until these three areas are fully understood and recognized by researchers and policymakers, the threats to scalability will render any scaling exercise as particularly vulnerable.