

To: Stephen Kosslyn [REDACTED]
From: Jeffrey Epstein
Sent: Wed 8/19/2009 4:56:24 PM
Subject: Re: Dates for a visit? TCS?

any time is good for me, i would like to wait until the first week in sept to confirm,, so that my schedule is free

On Wed, Aug 19, 2009 at 12:20 PM, Stephen Kosslyn <[REDACTED]> wrote:

Hi JEE...

Two things:

First, do any of the following weekends work for a visit to you?

Sept 12-13
Sept 9-20
Oct 10-11
Oct 17-18
Oct 24-5

Second, here's a blurb on what I would like to do. (I've gotten a rise out of somebody at Columbia business school about this, btw, but haven't followed it up — meanwhile, I'm seeing one of the deans at the NYU business school in two weeks).

Translational Cognitive Studies

Research in translational cognitive studies rests on three central premises:

1. **Translational research:** Theory guides applications to real-world situations. For example, theories of learning can be used to design new teaching methods. But, crucially, not only does theory lead to applications, but also the applications raise new research issues, which feed back to enrich theory.
2. **Generative principles:** Unlike most applied psychology, the goal here is not to solve specific problems (such as how best to design a control panel). Rather, the goal is to develop generative principles that can be applied across a domain; just as the rules of grammar can be used to produce an infinite number of sentences, these generative principles can produce a large range of applications within a domain. The "Cognitive Communication Principles" (summarized in my books on ways to use graphs and PowerPoint) are examples of this; rules of learning would be another example.
3. **Cross-disciplinary:** By its nature, such research draws on theory and findings from multiple disciplines, ranging from cognitive neuroscience to business and from education to economics

and computer science. Indeed, even philosophy has a role to play, in helping to develop and hone theory.

At its outset, this research program has two foci, learning and visual communication. Both play key roles in virtually all human endeavors. Moreover, this research focuses on developing both products (typically software) and procedures (such as new ways to use existing technology in teaching).

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Be well,

s.

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