



Summer 2012 Behavioral Science Summit

Solving Problems

Informing the Public

Center for Advanced Study in the Behavioral Sciences at Stanford University

The Center for Advanced Study in the Behavioral Sciences (CASBS) at Stanford University is at the forefront of behavioral science and its application to contemporary issues. We are an idea incubator—a place where ideas are generated, tested, applied to address important problems, and shared with industry, government, and the world at large. Our scholars and scientists, who come for a year as Center Fellows, include 22 Nobel Laureates, 14 Pulitzer Prize winners, 44 winners of MacArthur "Genius Awards," and hundreds of members of the National Academies. They have authored such game-changing books as *Freakonomics* and *The Visual Display of Quantitative Information*.

Our first annual **Behavioral Science Summit**, on the theme of *SMS—Social Meets Science: Bite-Sized Nuggets of Knowledge*, will be held on June 29, 2012, at Stanford University.

The Summit will highlight the latest developments in behavioral science and will do so in a conversational and interactive format. We are pleased to announce keynote addresses by two thought-provoking authors who have popularized behavioral science findings—Malcolm Gladwell (author of *Blink*, *Tipping Point*, and *Outliers*) and Steven Pinker (author of *Blank Slate* and *The Better Angels of Our Nature*). Complementing these two headliners will be interactive, parallel sessions led by 18 experts in fields such as behavioral economics, applied neuroscience, bioinformatics, and big data analytics. We will foster conversation by providing basic information on the topic of each session in advance, having the expert kick off the session with a brief introduction, and opening up discussion between the expert and the Summit participants. Participants will have ample time to quiz, debate, and follow-up interesting points.

Entrance to the Summit is by invitation only.



CASBS Summit 2012: Where Social Meets Science: Bite-sized Nuggets of Knowledge



Opening Keynote: Malcom Gladwell **Author and staff writer with *The New Yorker***

One of *Time Magazine's* 100 Most Influential People (2005), Gladwell has authored four *New York Times* #1 bestsellers: *The Tipping Point: How Little Things Make a Big Difference*, *Blink: The Power of Thinking Without Thinking*, *Outliers: The Story of Success*, and *What the Dog Saw: And Other Adventures*. Known for his ability to interpret new ideas in the social sciences and make them understandable, practical, and valuable, Gladwell is always thought-provoking and has a penchant for upending traditional thinking.



Closing Keynote: Steven Pinker **Harvard College Professor and Johnstone Family Professor of Psychology at Harvard University**

Listed among *Foreign Policy* and *Prospect* magazines' The World's Top 100 Public Intellectuals (2005, 2008), Pinker is widely known for his advocacy of evolutionary psychology and the computational theory of mind. His latest book, *The Better Angels of Our Nature*, argues that—contrary to popular belief—violence has declined over long stretches of time and today we may be living in the most peaceable era of our species' existence.

Ask the Experts



Nalini Ambady

An expert on non-verbal communication, Ambady has studied the use of split-second decisions—intuition—in judging other people. Some of her studies have focused on the effectiveness of teachers based on their quick impressions (what have been called "thin-slice judgments") of students.



Max Bazerman

Bazerman's most recent research takes a behavioral approach to ethics, with the aim of promoting meaningful and significant change in ethical behavior. Bazerman argues that such change is crucial for the future of the business community.



Colin F. Camerer

A leading behavioral economist and game theorist, Camerer has used brain scans to discover why people are often irrational when they make economic decisions. He has applied these findings to discuss how the State develops and implements policy.



Laura L. Carstensen

An expert on the aging mind, Carstensen's research has debunked stereotypes of the elderly. She argues that the graying of our population is an opportunity to improve transportation, redesign the suburbs, and gain from the talents and experience of our elders.



Carol S. Dweck

Dweck studies how self-conceptions guide behavior. Her "Brainology" software helps users believe that intelligence can be developed, which leads to greater motivation and better test scores. Her book *Mindset* expands this "growth mindset" concept into business, sports, and relationships.



James H. Fowler

Fowler studies social networks and is best known for his work documenting the spread of obesity, smoking, and happiness through social networks. Fowler's newest research focuses on Facebook friendship as a predictor of voter mobilization.



Daniel Gilbert

Gilbert studies how people think about the future, and why they miscalculate their own emotional reactions to future events. He is best known for his *New York Times* bestseller *Stumbling on Happiness*, and as the host of the PBS television series *This Emotional Life*.



Joshua D. Greene

Greene's research lies at the intersection of philosophy, psychology, and neuroscience. He studies the place of free will in the context of scientific findings about how the brain works, and he also has a general interest in the nature and neural foundations of morality.



Eszter Hargittai

Hargittai's research focuses on the social and policy implications of information technologies with a particular interest in how IT may contribute to or alleviate social inequalities. One of her recent publications is "Why Parents Help Their Children Lie to Facebook about Age."



David I. Laibson

Laibson studies behavioral finance and the psychology of economics. He has shown that small incentives and changes to default options in retirement plans can dramatically affect the amount people choose to save. He has also studied why people discount future consequences of present actions.



Robert W. Levenson

Much of Levenson's work focuses on the nature of human emotion, including variations in emotion associated with age, gender, culture, and pathology. He also studies emotion in interpersonal interactions.



Elizabeth F. Loftus

Loftus is known worldwide for her work on memory and has conducted extensive research on the nature of false memories. She is also a well-known expert witness in criminal trials, often testifying on repressed memories.



Michael W. Macy

Macy uses data from online networks, laboratory experiments, and computational models to explore how norms, opinions,

emotions, and collective action emerge and spread through local interaction. Most recently he has used Twitter to map mood variations at different times of day all over the world as well as to track the development of Arab Spring.



Clifford I. Nass

Nass is co-creator of The Media Equation Theory that claims that people unconsciously tend to treat computers and other media

as if they were either real people (or real places), leading them to behave and respond to these experiences in unexpected ways. He is a renowned authority on human-computer interaction and is known for his work on the effects of multitasking.



Kenneth Prewitt

Prewitt studies racial classifications and the census. He has led a parallel career outside the academy as director of the U.S.

Census Bureau (1998-2001), director of the National Opinion Research Center, president of the Social Science Research Council, and senior vice president of the Rockefeller Foundation.



Robert J. Sampson

Sampson's research covers a variety of areas, from crime to well-being and civic engagement, related to the social structure of

the city. For example, Sampson has used sophisticated methodologies to study the behavior of immigrants (legal and illegal) in the United States.



Barry Schwartz

Schwartz's work explores the social and psychological effects of free-market economic institutions on moral, social,

and civic concerns. For example, his book, *The Paradox of Choice: Why More is Less*, examines the often-paralyzing effects of too much choice, whereas in *Practical Wisdom* he discusses the pitfalls of replacing discretion with rules and incentives.



Robert I. Sutton

Sutton studies innovation, leaders and bosses, management, the links between knowledge and

organizational action, and workplace civility. His *New York Times* and *BusinessWeek* bestseller, *The No Asshole Rule: Building a Civilized Workplace and Surviving One That Isn't*, was written during his CASBS Fellowship year.