Motivated Audiences
Belief and Attitude Formation about Science Topics

Susan Fiske
Psychology, Princeton University

Commentator: Lars O. Hedin, Ecology and Evolutionary Biology, Princeton University

4:30 p.m.
Wednesday, October 2, 2013
219 Aaron Burr Hall

Susan Fiske is Eugene Higgins Professor of Psychology and a professor of public affairs. Her research addresses how stereotyping, prejudice, and discrimination are encouraged or discouraged by social relationships such as cooperation, competition, and power. She publishes widely in social cognition and is currently investigating emotional prejudices at the cultural, interpersonal, and neural levels. A prolific author and editor, her most recent book, with Chris Malone, is “The Human Brand: How We Relate to People, Products, and Companies” (2014). Ph.D. Harvard University.

Seminar papers are available to anyone with a Princeton Net ID online at www.princeton.edu/piirs/research-communities/communicating-uncertainty. Others wishing to attend should contact Kathleen Allen, kballen@princeton.edu or 609.258.5978. Visit this research community on the web at www.princeton.edu/piirs/research-communities/communicating-uncertainty.