



THE UNIVERSITY OF
CHICAGO

Department of Psychology



The Brain Outside the Scanner: Linking Social Neuroscience Data with Real-World Outcomes

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Can looking to the brain help us predict how individuals or even whole populations will respond to persuasive messages? In this talk, Falk will discuss a 'brain-as-predictor' approach to linking neuroscience data and behavioral outcomes. As examples of the brain-as-predictor approach, Falk will describe her current work using neural responses to persuasive messaging to predict both individual changes in health behavior across time, as well as meaningful population level responses to different groups of public health advertisements. In addition to presenting new data, this talk highlights methods in social neuroscience for connecting neural responses to laboratory tasks with ecologically valid processes and outcomes at the individual, group and population levels.

When: Thursday, April 28th, 2011, 4:00pm

Where: Harper 130, 1116 E. 59th Street