

The Alan E. Kazdin Endowed Lecture in Psychology

Michael Shermer

*“Using Psychology to Understand
Why People Believe Weird Things”*

Dr. Michael Shermer specializes in the psychology of belief and how ideas change our behaviors. His books include the New York Times bestsellers *Why People Believe Weird Things* and *The Believing Brain*. His book, *The Mind of the Market*, applies his psychological theories to business, finance, and economics. TED, the Colbert Report, 20/20, and Dateline are just a small sample of where you may have heard Dr. Shermer speak. Please join us for this fun and fascinating conversation.

<http://www.MichaelShermer.com>



October 8, 2013
Barrett Ballroom
3:00 - 4:00 pm
free

The annual lecture is in honor of Professor Alan Kazdin, Musser Professor of Psychology at Yale University, and an alumnus of our department (B.A. 1967). This generous endowment funds an annual lecture featuring distinguished psychologists from across the nation.