



Federation of Associations in Behavioral & Brain Sciences

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SCIENCE CAFÉ

February 6, 2013

The Science of Self Control and How We Can Use It To Our Advantage

SPEAKER



Dan Ariely  
Duke University

James B. Duke Professor of Psychology & Behavioral Economics  
New York Times Bestseller

One of the challenges of human life is that what is good for us right now is often not what is good for us in the long term: Dieting for example is not so much fun now, but good for the future; saving is not fun now but good for the future; medical testing, procrastination etc. When we face such tradeoffs, we often focus on the short term rather than our long term goals and in the process get ourselves into trouble. But wait! There is hope. By understanding where we fall short, there are methods we can use to overcome our natural (and less than desirable) inclinations.



Dan Ariely: Despite our intentions, why do we so often fail to act in our own best interest? Why do we promise to skip the chocolate cake, only to find ourselves drooling our way into temptation when the dessert tray rolls around? Why do we overvalue things that we've worked to put together? What are the forces that influence our behavior? Dan Ariely, James B. Duke Professor of Psychology & Behavioral Economics at Duke University, is dedicated to answering these questions and others in order to help people live more sensible – if not rational – lives. His interests span a wide range of behaviors, and his sometimes unusual experiments are consistently interesting, amusing and informative, demonstrating profound ideas that fly in the face of common wisdom.

In addition to appointments at the Fuqua School of Business, the Center for Cognitive Neuroscience, the Department of Economics, and the School of Medicine at Duke University, Dan is also a founding member of the Center for Advanced Hindsight, and the author of the New York Times bestsellers *Predictably Irrational*, *The Upside of Irrationality*, and *The Honest Truth About Dishonesty*.

DATE  
February 6, 2013  
6:00pm

LOCATION  
The Yale Club  
Grand Ballroom  
50 Vanderbilt Avenue  
New York, NY 10017

ADMISSION  
Free with [RSVP](#)  
Includes light refreshments

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