

# Decision Processes Colloquia

---

**Monday, September 29, 2014**

Where: 265 JMHH

When: 12:00 – 1:15 pm

**David Rand**

Assistant Professor of Psychology, Yale University

## **Promoting Human Cooperation and Building Habits of Virtue**

**ABSTRACT:** Cooperation is central to successful organizations and societies. Yet cooperation is often individually costly. So why are people (usually) willing to incur these costs, and what can we do to promote cooperation in settings where it is lacking? In this talk, I will first discuss experimental evidence for several mechanisms that promote cooperation between individuals and within groups. I will then explore the cognitive underpinnings of cooperation and provide evidence that people use 'social heuristics', internalizing typically advantageous behaviors as their defaults for social interaction. In this way, I will show how institutional rules help to shape our understanding of right and wrong, creating cultures of cooperation or selfishness.



---

**MARKETING  
DEPARTMENT**