

# Decision Processes Colloquia

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Monday, September 18, 2017

Where: 250 JMHH

When: 12:00 – 1:15 pm

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## What Behavioral Research Can Tell Us About Corporate Personhood

### ABSTRACT:

A long tradition in U.S. law treats corporations as legal persons. But when the law or the layperson effectively announces that "corporations are people", how are we to understand such utterances? Is this merely a metaphor, or is there a deeper sense in which we think of corporations as persons? This talk will discuss a phenomenon in social judgment (the moral self effect) and show how it applies to judgments about corporations, lending support to the idea that reasoning about corporations resembles that of reasoning about individual persons at a fundamental cognitive level. I will also show how the anthropomorphism of corporations can be systematically influenced by changing the features of the organization.

