

DECADE of BEHAVIOR

Distinguished Lecture Program

The *Decade of Behavior Distinguished Lecture Program* offers support for major addresses on themes of the Decade of Behavior initiative to showcase research that stretches the boundaries of traditional disciplinary focus and that promotes a cross-disciplinary approach. Each year, the program will sponsor addresses at the national/ international conferences of up to five professional scientific societies that have endorsed the initiative. The Decade of Behavior Distinguished Lecture Program is made possible by a generous grant from the James S. McDonnell Foundation.

2003 Distinguished Lectures:

- **Richard Petty** - Distinguished University Professor of Psychology, Ohio State University
Understanding the Process of Public Opinion Formation and Changes
Host: American Association for Public Opinion Research
- **Bruce McEwen** - Alfred E. Mirsky Professor, Rockefeller University Laboratory of Neuroendocrinology
The Neurobiology and Neuroendocrinology of Stress
Host: International Society for Developmental Psychobiology
- **Ann Streissguth** - Professor, Department of Psychiatry and Behavioral Sciences, University of Washington School of Medicine
30-Year Perspective on Fetal Alcohol Syndrome Research
Host: Neurobehavioral Teratology Society
- **Jared Diamond** - Professor, Department of Physiology, UCLA School of Medicine
Why Do Societies Make Some Disastrous Decisions?
Host: Society for Personality and Social Psychology

2002 Distinguished Lectures:

- **Richard Davidson** - Professor of Psychology and Psychiatry, University of Wisconsin-Madison
Emotion, Plasticity, and the Human Brain: An Overview of Modern Brain Research and its Implications for Education
- **M. Joycelyn Elders** - Professor, University of Arkansas Medical School, Former U.S. Surgeon General
The Challenges of Meeting Healthcare Needs in the New Millennium
Host: American Organization of Nurse Executives
- **Daniel Kahneman** - Professor of Psychology and Public Affairs, Princeton University
The Evolving Image of the Boundedly Rational Agent
Host: American Political Science Association
- **Sir Michael Marmot** - Professor of Epidemiology and Public Health, University College of London
Social Inequalities and Health
Host: Gerontological Society of America
- **Richard E. Tremblay** - Professor of Psychology, Psychiatry, and Pediatrics, University of Montreal
Development of Physical Aggression during Infancy
Host: World Association for Infant Mental Health

Upcoming Conferences

First Plenary



Richard E. Petty, Distinguished University Professor of Psychology, Ohio State University. Dr. Petty will be the 2003 Decade of Behavior Distinguished Lecturer. This lecture is made possible by an award from the [Decade of Behavior Program](#) as the result of AAPOR's success in their annual competition. Dr. Petty is a world authority on attitude formation and change and will present a lecture on social psychological research illuminating the origins and dynamics of public opinion. [Click for full abstract.](#)



Second Plenary



Arianna Huffington, nationally syndicated newspaper columnist and author of nine books on such topics as political leadership, the life of singer Maria Callas, Greek myths, Pablo Picasso, corporate greed, and political corruption. Ms. Huffington is known for her critical analysis of surveys and their impact on public policy-making.

Ms. Huffington's lecture will be complemented with commentaries by [Robert Shapiro](#) (Columbia University, expert on politicians' uses of surveys), [Roger Tourangeau](#) (University of Michigan and University of Maryland, expert on survey research methodology), and Richard Morin (The Washington Post, expert on survey research-based journalism).

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