

The Caltech Y Social Activism Speaker Series presents with support from
the George Housner Fund a lecture on:

From Gulf to Bridge:

Effective Political Communication in a Polarized World



Dr. Robb Willer

Professor of Sociology

Stanford University

Friday, May 12th, 2017

12:00PM—1:30PM

Lunch Provided

Location: TBD

Attitude polarization and intergroup antagonism threaten democratic processes in a number of ways. Though political animosity in the U.S. has reached record levels, research on the social psychology of American politics suggests techniques for effective political communication and action. In particular, moral arguments - carefully crafted fit to the values of a given audience - offer one path to political persuasion and coalition formation. Prof. Willer will present his work on these topics and take your questions.

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