

The Wolfe Institute

*The Ethyle R. Wolfe Institute for the Humanities,
in cooperation with the Honors Academy and the Department of Psychology,
presents*

A Carol L. Zicklin Chair Lecture

Cultural Evolution of Fashion and Fads



Stefano Ghirlanda, Carol L. Zicklin Chair in the Honors Academy and visiting professor in the Department of Psychology. Since 2004, he has been a tenured researcher of General Psychology at the University of Bologna and since 2007, a member of the Centre for the Study of Cultural Evolution, Stockholm University. Dr. Ghirlanda's research is multidisciplinary, traversing the domains of human and animal behavior, social learning, cultural evolution, theoretical biology, mathematical modeling and neural networks. He presented his work at the first Psychology Department Colloquium of the semester in a talk entitled, "Human Sexual Imprinting." Some of his recent publications include *A New Theory of Thinking* (Princeton University Press, projected 2011) with M. Enquist and J. Lind; "Why Copy Others? Insights from the Social Learning Strategies Tournament" (*Science*, in press) with L. Rendell, R. Boyd, D. Cownden, M. Enquist, K. Eriksson, MW. Feldman, L. Fogarty, T. Lillicrap, and KN. Laland; and "Modeling the Evolution and Diversity of Complex Cumulative Culture" (*Philosophical Transactions of the Royal Society B*, in press) with M. Enquist and K. Eriksson.

**Wednesday, March 9, 2011
12:50 p.m. to 2:05 p.m.
Multipurpose Room, 411
Brooklyn College Library**

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