

Behavioral Insights from Text
Wharton School, University of Pennsylvania
Room 240 Huntsman Hall
January 12, 2018

8:30 – 8:35 AM Introductions

8:35 – 9:15 AM Opening Keynote

9:15 – 9:30 AM Break

9:30 – 10:50 AM Session 1: Creativity, Idea Generation, and Cultural Success

- **Olivier Toubia**
- **Paul DiMaggio and Clark Bernier**
- **Kurt Gray**
- **Grant Packard**

10:50 – 11:05 PM Break

11:05 AM – 12:25 PM Session 2: Companies and Organizations

- **Oded Netzer**
- **Amir Goldberg**
- **Sarah Moore**
- **Jonah Berger**

12:25 – 1:25 PM Lunch

1:25 – 2:45 PM Session 3: Social Media

- **Lyle Ungar**
- **Kartik Hosanagar**
- **Wendy Moe**
- **Chris Bail**

2:45 – 3:00 PM Break

3:00 – 4:20 PM Session 4: Opinions, Judgments, and Biases

- **Sudeep Bhatia**
- **Dan Hopkins**
- **Selin Kesebir**
- **Rumen Iliev**

4:20 – 4:35 PM Break

4:35 – 5:20 PM Closing Keynote

5:20 – 5:30 PM Concluding Remarks