

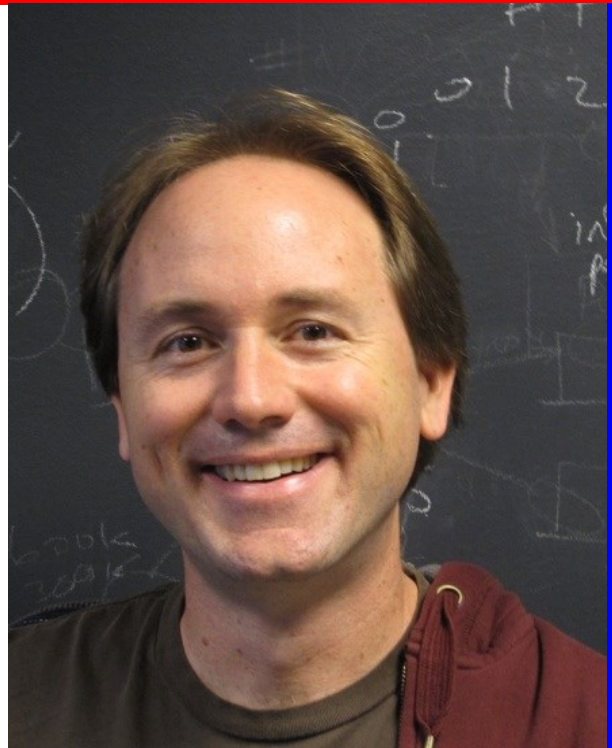
Join us for the 2014-2015 Hilldale Lecture in Social Studies

# How Social Networks Affect Everything You Feel, Think, and Do

## **James Fowler**

*University of California-San Diego  
Professor of Medical Genetics & Political Science*

The public is obsessed with social networking and the new ways to connect online. James Fowler suggests that if you want to understand the new world online, you have to start with the real, every day, face-to-face networks we have always had. Fowler will show that social networks have a powerful effect on a wide range of human behaviors. He will describe recent studies that suggest social networks are a fundamental part of our human identity; he is even finding evidence that our genes affect how we connect to one another. Fowler considers how networks function online. He will describe early work he has conducted on Facebook, and a recent experiment he and his coauthors conducted with 61 million people in the 2010 US Election.



**Thursday October 2, 2014**

**4:00 p.m.**

**Wisconsin Idea Room – Education Building**

1000 Bascom Mall  
Madison, WI 53706

Reception to follow

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