



The Center for the Dynamics of Social Complexity (DySoC) &
the National Institute for Mathematical and Biological Synthesis (NIMBioS) at the
University of Tennessee present:

A DySoC/NIMBioS Interdisciplinary Seminar with

MICHELE GELFAND

3:30 p.m. April 25, 2019

Strong Hall Auditorium 101

**Book signing to follow*

Distinguished University Professor at the University of Maryland Michele Gelfand will discuss her new book, *Rule Makers, Rule Breakers: How Tight and Loose Cultures Wire Our World*. Her pioneering research into cultural norms has been cited thousands of times in the academic press and has been featured in The New York Times, Washington Post, The Boston Globe, The Guardian, Harvard Business Review, and on NPR, among other outlets. As a cultural psychologist, Dr. Gelfand takes us on an epic journey through human cultures, offering a startling new view of the world and ourselves. With a mix of brilliantly conceived studies and surprising on-the-ground discoveries, she shows that much of the diversity in the way we think and act derives from a key difference—how tightly or loosely we adhere to social norms. Why are clocks in Germany so accurate while those in Brazil are frequently wrong? Why do New Zealand's women have the highest number of sexual partners? Why are "Red" and "Blue" States really so divided? Why is the driver of a Jaguar more likely to run a red light than the driver of a plumber's van? Why does one spouse prize running a "tight ship" while the other refuses to "sweat the small stuff?" In search of a common answer, Gelfand has spent two decades conducting research in more than fifty countries. Across all age groups, family variations, social classes, businesses, states and nationalities, she's identified a primal pattern that can trigger cooperation or conflict. Her fascinating conclusion: behavior is highly influenced by the perception of threat. She discusses the tight-loose trade-off of order and openness and how it applies to everything from parenting to politics.

"A brilliant and timely book." —DANIEL H. PINK, author of *Drive* and *When*

RULE MAKERS,

RULE BREAKERS

How Tight and Loose Cultures
Wire Our World

MICHELE GELFAND

"Endlessly impressive... To read this book is to see both yourself and your neighbor for the first time—guided by rules of which you've both been unaware."
—SUSAN CAIN, author of *Quiet*



Dr. Gelfand is a Distinguished University Professor, Professor Psychology, affiliate of the RH Smith School of Business, a Distinguished Univ. Scholar Teacher at the Univ. of Maryland, and an expert on cultural influences on conflict, justice, negotiation, & revenge; workplace diversity & discrimination; and in management.