

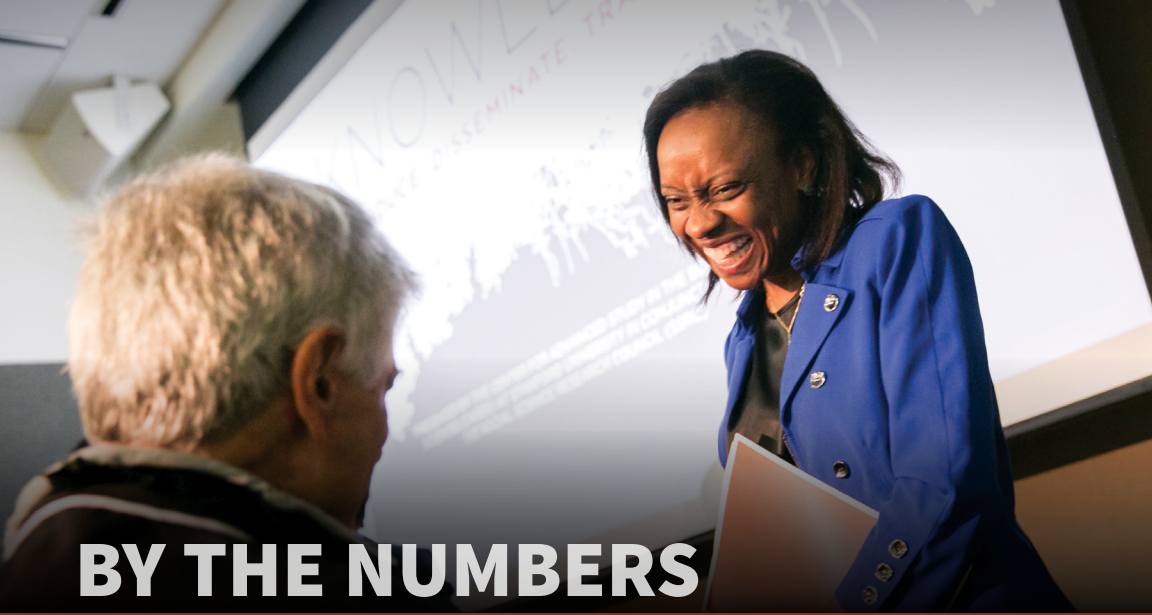
A photograph of a modern building with a large tree in the foreground and people talking outside. The scene is set outdoors with lush greenery and a clear blue sky. The building has a dark facade and a light-colored roofline. A large, textured tree trunk is prominent on the left side of the frame. In the center, a group of people is engaged in conversation. A wooden bench is visible on the right. The overall atmosphere is bright and natural.

**CENTER FOR  
ADVANCED  
STUDY IN THE  
BEHAVIORAL  
SCIENCES**





**The Center for Advanced Study in the Behavioral Sciences (CASBS) at Stanford University brings together deep thinkers to advance understanding of the full range of human beliefs, behaviors, interactions, and institutions. A leading incubator of human-centered knowledge, CASBS facilitates collaborations across academia, policy, industry, civil society, and government to collectively design a better future.**



# BY THE NUMBERS

## CASBS alumni include:

*27 Nobel Laureates*

*26 National Medal of Science winners*

*24 Pulitzer Prize winners*

*604 Guggenheim Fellowship winners*

*51 MacArthur Fellows*

*159 National Academy of Sciences members*

Hundreds more are members of the American Academy of Arts and Sciences, the American Philosophical Society, and the American Academy of Political & Social Science.



*It's no coincidence that time and again since the 1950s, ideas that transformed our understanding of human behavior—whether behavioral economics, artificial intelligence, social cognition, or new approaches to the history of science—can trace their lineage to people working at the Center. Today the Center is reimagining the study of behavior and society as it explores some of the most profound questions facing humanity.*

**Justice Mariano-Florentino Cuéllar**

*chair, CASBS board of directors*

## Fellowship

CASBS nurtures pioneering research and exploration of societal questions through its renowned single-year residential fellows program. The Center annually hosts about 40 distinguished thinkers from across the social and other human sciences. Since 1954, some 2,700 scholars have flourished on the Center's beautiful hilltop campus.

## Projects

Today's challenges increasingly require diverse perspectives and tools. CASBS convenes multi-year collaborative projects to enhance the prospects for major breakthroughs and produce collective knowledge that no one could produce independently. Dynamic teams are both cross-disciplinary and cross-sectoral, attracting world-class academics, industry leaders, and policy makers and analysts from the public, nonprofit, and private sectors.

Collaborative projects engage one or more cross-cutting themes:

- **Effects of Technology on Humans & Society** Social science's role in mitigating problematic consequences and ensuring that automation, digitalization, and artificial intelligence serve social well-being
- **Building Equitable Institutions** Better crafting of formal and informal rules and structures that incentivize behavior in order to maximize individual and societal flourishing
- **Rethinking the Social Sciences** The tools, methods, and standards for conducting field research, informing policy, and conveying the value of social science findings beyond academia

Find descriptions of CASBS-based projects involving these themes at [casbs.stanford.edu/programs](https://casbs.stanford.edu/programs).





# TYLER COLLECTION

Thousands of scholarly articles and nearly 2,000 books have been initiated, drafted, or completed at the Center. Many are classic, foundational works that exert significant influence on academic discourse, contemporary thought, and public policy — influence that often reverberates across decades. The books reside in the Center’s renowned Ralph W. Tyler Collection. Search the entire collection at [casbs.stanford.edu/tyler](https://casbs.stanford.edu/tyler).

*The Structure of Scientific  
Revolutions*  
**Thomas Kuhn**

*Orientalism*  
**Edward Said**

*A Theory of Justice*  
**John Rawls**

*Gender and Discourse*  
**Deborah Tannen**

*The Ghost in the Machine*  
**Arthur Koestler**

*The Philosophical Baby:  
What Children’s Minds Tell  
Us About Truth, Love, and  
the Meaning of Life*  
**Alison Gopnik**

*The Logic of Scientific  
Discovery*  
**Karl Popper**

*Whistling Vivaldi:  
And Other Clues to How  
Stereotypes Affect Us*  
**Claude Steele**

*The Code: Silicon Valley and  
the Remaking of America*  
**Margaret O’Mara**

*Reader, Come Home: The  
Reading Brain in a Digital World*  
**Maryanne Wolf**

*Dynamics of Contention*  
**Douglas McAdam, Sydney  
Tarrow & Charles Tilly**

*Exit, Voice, and Loyalty*  
**Albert Hirschman**



## Ideas Accelerator

The Center's approach allows it to serve as an ideas accelerator. It ignores silos and breaks down barriers to genuine cross-disciplinary and cross-sectoral collaboration, leading to new theories, mindsets, and practices. Some of these have helped create major lines of research and shape entire fields, including:

- Behavioral Economics
- Evolutionary Psychology
- Organizational Behavior and Theory
- Gender and Language Studies
- Social Psychology of Race, Identity, and Stereotype Threat

This *generative* model provides proof of concept and represents an exciting path forward. It works.

## Beyond Social Science

CASBS offers a key to untangling thorny issues — including those originating in seemingly distant disciplines and sectors. Engineers, policy makers, and entrepreneurs are recognizing the need to incorporate social science insights at the inception of projects. They are turning to CASBS for help.

As a result, CASBS now translates and applies its generative model beyond the borders of social science, bringing human-centered science to bear in fields that are now discovering what the Center offers. It thus occupies a distinct niche not just in academia, but in society at large.

This organizational innovation positions CASBS ahead of the curve in enabling discovery and producing real-world solutions and change. It's the next phase in the evolution of what a center for advanced study can and should be.

## Connect With Us

- Explore our website: [casbs.stanford.edu](https://casbs.stanford.edu)
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# OUTREACH

CENTER FOR ADVANCED STUDY  
IN THE BEHAVIORAL SCIENCES

- Our public symposium series, held at the Center, showcases current fellows and their cutting-edge work.
- CASBS partners with the Long Now Foundation, a San Francisco-based nonprofit that seeks to foster long-term thinking and responsibility. Fellows give talks at the foundation's *Conversations at The Interval* salon series.
- The SAGE-CASBS Award, presented by the Center and SAGE Publishing, recognizes outstanding achievement in the behavioral and social sciences as applied to pressing social issues. The awardee gives a public talk at CASBS.
- Hosted by renowned journalist and former fellow John Markoff, the podcast *Human Centered* features conversations about projects and research undertaken at the Center by current and former CASBS fellows.





*The **Center for Advanced Study in the Behavioral Sciences** at Stanford University is a place where great minds come together to confront the critical issues of our time, where boundaries and assumptions are challenged, where original cross-disciplinary thinking is the norm, where extraordinary collaborations become possible, and where innovative ideas and thinking are in pursuit of intellectual breakthroughs that can shape our world.*




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*Center for Advanced Study  
in the Behavioral Sciences  
at Stanford University*

75 Alta Road  
Stanford CA 94305  
650.736.0100

 @CASBSStanford

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