

# Examining the Prism of Human Behavior



## Art Markman

Professor, Psychology and Marketing Professor, Psychology and Marketing Annabel Irion Worsham Centennial Professor, Psychology and Marketing

## CURRENT RESEARCH

### Investigating how the mind exercises complex decision making

Everyone you know has a mind, but almost nobody knows how it works. You would never let someone build a bridge without learning physics or practice medicine without learning biology. Yet, we allow people to think for a living without knowing how their minds work.

Dr. Art Markman at the University of Texas at Austin investigates activities that people perform on a regular basis including generating new ideas, deciding where to eat for lunch, and how they communicate with other people. As a cognitive scientist, he explores a variety of different disciplines, from biology to artificial intelligence, to help us understand what the mind may be doing. To validate his theories, Dr. Markman develops experiments that predict the way that people will act and respond in various situations. Using data from those experiments, Dr. Markman can assess whether his theories provide a good explanation for human behavior.

- Dr. Markman has examined the way people make decisions and how those decisions are influenced by the goals people pursue.
- He is interested in the way people decide whether to explore new opportunities in the world or to stick with what has worked for them in the past.
- Dr. Markman explores the way people form and use categories, and how those categories affect the way people make predictions about what will happen in the future.
- Additionally, Dr. Markman examines the way motivation affects thinking. For instance, people are motivated to approach positive outcomes and to avoid negative outcomes. Thus, Dr. Markman examines how this tendency influences the way people reason and make decisions.

## AFFILIATION



The University of Texas at Austin

## EDUCATION

- Ph.D. in Psychology, 1992 , University of Illinois
- M.A. in Psychology, 1990 , University of Illinois
- B.S. in Cognitive Sciences, 1988 , Brown University

## AWARDS

- 2009 Fellow
- 2009 Raymond Dickinson SWC Centennial Endowed Teaching Fellowship
- 2006 Best Paper Award
- W/W Health Centennial Fellow, 2005-present
- 2003 Fellow
- and 2 more...

## RESEARCH AREAS

Humanities, Psychology, Neurological / Cognitive

## FUNDING REQUEST

At present, Dr. Markman is working on projects related to decision making and legal reasoning. Your contributions will support staff and graduate students in his lab, and cover the expenses associated with running participant studies and designing new experiments.

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