



ENGAGING
MINDS
PENN
FACULTY LIVE!

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NEW YORK
CIPRIANI 42ND STREET®
DECEMBER 10, 2022



MEET OUR FACULTY PANELISTS



LANCE FREEMAN

James W. Efron University Professor of City and Regional Planning & Sociology

Lance Freeman explores using social media and other new technologies as tools to study neighborhoods and build more equitable places. His books include *There Goes the Hood: Views of Gentrification from the Ground Up*, and *A Haven and a Hell: The Ghetto in Black America*. Prior to his academic career, Freeman was a researcher for Mathematica Policy Research, a leading social science research organization in Washington, D.C., and previously, a city planner in New York.



DOLORES ALBARRACÍN

Alexandra Heyman Nash University Professor;
Director, Social Action Lab;
Director, Science of Science Communication Division,
Annenberg Public Policy Center

An Argentine-American psychologist, Dolores Albarracín focuses on how we change our attitudes, our beliefs, and our behavior, with applications to health, science communication, persuasion, and curbing misinformation. She is a fellow of the American Academy of Political and Social Science and the author of about 200 publications, including six books. She is the incoming editor of the *Journal of Personality and Social Psychology: Attitudes and Social Cognition*.



KEVIN B. JOHNSON

David L. Cohen University Professor;
Vice President, Applied Informatics,
University of Pennsylvania Health System;
Professor of Pediatrics, Children's Hospital of Philadelphia

Kevin B. Johnson's research relates to the adoption of clinical information systems to improve patient safety and compliance. He is widely known for his work with e-prescribing and computer-based documentation. He is the author of over 150 publications and is a member of the American College of Medical Informatics; the Academic Pediatric Society; the National Academy of Medicine, and the American Institute of Medical and Biological Engineering.

AGENDA

- 9:00 AM** **REGISTRATION & BREAKFAST RECEPTION**
- 10:00 AM** **OPENING REMARKS**
ANN REESE
Penn Alumni President
Member, Board of Trustees
- LIZ MAGILL · PRESIDENT**
Trustees University Professor and Professor of Law
- BETH WINKELSTEIN · INTERIM PROVOST**
Eduardo D. Glandt President's Distinguished Professor
of Bioengineering and Professor of Neurosurgery
- 10:15 AM** *Achieving Racial Equity through City
Planning: Promise and Peril*
LANCE FREEMAN
- 11:00 AM** *Creating Conspiracy Beliefs and
Alternate Realities*
DOLORES ALBARRACÍN
- 11:45 AM** **BREAK**
- 12:00 PM** *Truth is Not Enough: Using My White Coat,
Black Skin, Rainbow Flag, and
Clear Language to Persuade*
KEVIN B. JOHNSON
- 12:40 PM** **CLOSING REMARKS**
LIZ MAGILL
- 12:45 PM** **NETWORKING LUNCH BUFFET**
Begins immediately after closing remarks
- 2:00 PM** **CONCLUDE**