Dr. Anthony Pratkanis
Professor of Psychology, University of California, Santa Cruz
Ph.D. Ohio State University - Social Psychology

Primary Research Interests:
- Applied Social Psychology
- Attitudes and Beliefs
- Communication, Language
- Group Processes
- Intergroup Relations
- Persuasion, Social Influence
- Prejudice and Stereotyping

Professional Achievements:
Recipient of the 2003 UCSC Excellence in Teaching Award.
Elected as a Fellow to the American Psychological Association in 1995.
Elected as a Fellow of the Committee for Skeptical Inquiry in 2011.

Founding editor of the academic journal, Social Influence.

Past Speakers

- Eugenie Scott (NCSE.com) “Evolution vs. Creationism”
- Philip Zimbardo (Emeritus Professor, Stanford University) “The Lucifer Effect”
- Brian Dunning (Skeptoid.com) “Health Scams and Myths”
- Fran and Kim Peek “The Real Rain Man”
- Michael Shermer (Skeptic.com) “Why People Believe Weird Things”

For information about the Ohlone College Psychology Club, visit
www.ohlone.edu/psychology/speakerseries

Ohlone College Psychology Club presents
Dr. Anthony Pratkanis
“Selling FlimFlam”
The Social Psychology of Influence

Friday, October 28, 2011
7:00 pm
Tickets: $10.00

Smith Center at Ohlone College
43600 Mission Boulevard
Fremont, CA 94539
Box Office: 510-659-6031
www.smithcenter.com
Selling FlimFlam!

- What tactics are most commonly used to sell flimflam?

- Are people who fall prey to persuasive-tactics just idiots who deserve their fate?

- How can we learn to recognize con artists, and work to protect ourselves and others from becoming victims?

- Based on his extensive research on the social-psychological forces used by con artists, Dr. Pratkanis answers these and many other questions in this entertaining and informative presentation.

- Dr. Pratkanis is the author of:
  Age of Propaganda: The Everyday Use and Abuse of Persuasion
  Weapons of Fraud: A Source Book for Fraud Fighters
  Guide to the Analysis of Propaganda and Persuasion

Have you ever dreamed of the financial rewards, social status, and peace of mind purveying your own bit of hokum would bring? Good news! Now you too can sell worthless flimflam! Dr. Professor Anthony R. Pratkanis, B.S., M.A., Ph.D., America’s most beloved social psychologist and Director of the International Institute for Noospheric Science, reveals the secret influence tactics of con criminals, Nostradamians, quacks, psychics, creationists, and various other assorted mountebanks.

You will discover the power of phantom dreams, how to build your own credibility, means for setting a rationalization trap among other tactics. You will also receive, as our gift to you, a secret bonus influence tactic for dealing with “the heat” from skeptics, scientists, law enforcement, and other do-gooders. You may then rejoin them after parking.

NOTE: Please check your conscience at the door.

“Propaganda works best when we are half mindless, simplistic thinkers trying to rationalize our behavior and beliefs to ourselves and others.”
-- Dr. Anthony Pratkanis

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