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Personal Question Leads Scientist to Academic Excellence

By **Bobbie Mixon, Jr.**, National Science Foundation | September 1, 2011 10:42am ET

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Portrait of Jennifer Lerner.

Credit: Tanit Sakakini

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Jennifer Lerner's work helps world leaders and other public officials, including members of NATO, understand the effects of social and emotional factors on judgment and decision making. She is the director of the Harvard Decision Science Laboratory and a professor of public policy and management at the Harvard Kennedy School of Government.

Lerner is best known for her research on two topics: the effects of emotion on judgment and decision making, and the effects of accountability on judgment and decision making. Recently, along with a number of National Science Foundation-supported scientists, she

appeared on the PBS program "Mind Over Money," a look at the 2008 stock market crash and the irrational financial decisions people make.

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women into the field," she said in a recent interview, "to start with questions we care about." To discover the question that led Lerner to a thriving academic career, watch the following video where she answers the ScienceLives 10 Questions.

Name: Jennifer Lerner
Age: 43
Institution: Harvard University
Field of Study: Decision Science/Psychology

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