



Date aired: ____7/5____ Time Aired:

Weekly Public Affairs Program

Show # 2020-27

Total running time: 29:30 (with optional exit at 24:00)

1. **Robert Cialdini, PhD**, social psychologist, Regents' Professor Emeritus of Psychology and Marketing at Arizona State University, former visiting Professor of Marketing, Business and Psychology at Stanford University and the University of California at Santa Cruz, author of *"Pre-Suasion: A Revolutionary Way to Influence and Persuade"*

Dr. Cialdini talked about the science behind persuasion. He said it's not so much about the message, but what happens in the moment before the message is delivered. He explained how consumers can recognize when they are the target of this sales technique. He also discussed how it can be used in job interviews and other common daily activities.

Issues covered:

Length: 9:54

**Consumer Matters
Career**

2. **Ateev Mehrotra, MD**, Senior Investigator and Associate Professor of Health Care Policy at Harvard Medical School

Increasingly powerful computers are playing a greater role in our lives every year. Could a computer match, or even outperform, human physicians in diagnosing illnesses? Dr. Mehrotra led a study that found that humans still have the upper hand--for now. He outlined several possible ways that computers may play a greater role in future healthcare scenarios.

Issues covered:

Length: 7:11_

**Personal Health
Technology**

3. **Nicholson Baker**, teacher, author of *"Substitute: Going to School With a Thousand Kids"*

Mr. Baker worked as on-call substitute teacher in a Maine public school district. He discussed the state of public schooling in America: children swamped with assignments, overwhelmed by social media and educational technology, and staff who struggle with overly ambitious curriculums.

Issues covered:

Length: 5:00

**Education
Youth at Risk**