



Inequality

Thursday, March 26, 7 p.m.

Motorco, 723 Rigsbee Ave, Durham, NC 27701

Dan Ariely believes that some level of inequality is very important for society. The opportunity to reach higher levels of achievement and progress within society is one of the basic motivators of human behavior. He will explore how this principle reconciles with the impact of more or less inequality and the ideal level of inequality a society should maintain to alleviate its detrimental effects, while cultivating its positive aspects.

Dr. Ariely is a professor of psychology and behavioral economics at Duke and the founder of the Center for Advanced Hindsight. He is the author of the two New York Times Best Sellers, *Predictably Irrational* and *The Upside of Irrationality*. His TED Talks have been watched by millions of people.