



## Under the Influence: Putting Peer Pressure to Work Robert Frank, Ph.D.

H. J. Louis Professor of Management Emeritus at Cornell University's Johnson Graduate School of Management.

## David Wallace-Wells

Editor-at-large at *New York* magazine and author of the 2019 *New York Times* bestseller *The Uninhabitable Earth: Life After Warming*.

**Thursday, February 24, 2022, 7:00 PM Central**

**[www.bit.ly/FrankFANWebinar](http://www.bit.ly/FrankFANWebinar)**

**PLUS: After-Hours Event!**

Purchase a copy of *Under the Influence* from FAN's partner bookseller The Book Stall to receive a link to an interactive "After-Hours" event hosted by Prof. Frank. Details on the webinar registration page.

Presented by **Family Action Network (FAN)**, in partnership with

Baker Demonstration School, Beacon Academy, Bennett Day School, Catherine Cook School, Christ Church Winnetka, Compass Health Center, Fusion Academy, Kenilworth D38, Lake Bluff D65, Lake Michigan Association of Independent Schools, New Trier High School D202, New Trier Parents' Association, North Shore Country Day, Pope John XXIII School, Regina Dominican High School, Rogers Park Montessori School, Roycemore School, Science & Arts Academy, School of Education and Social Policy at Northwestern University, Stevenson High School D125, University of Chicago Laboratory Schools Parents' Association, and Woodlands Academy.

This event is #freeandopentothepublic and will be recorded. Suitable for youth 12+ [familyactionnetwork.net](http://familyactionnetwork.net)

**Sponsors**

Martin & Mary L. Boyer  
Foundation



Nevila & Jordan  
Lowe



**Partners**

Butler Family  
Foundation

Nancy & Nick  
Glampietro

The Graboys Family



Alison & Andrew  
McNally

Modestus Bauer  
Foundation



Kendra Nichols Wallace

**Supporters**

The Anderson Family  
Joanne & Jeff Burgess  
Connections for the Homeless  
Fusion Academy  
Stephanie & Roger Hochschild  
Maureen & Collin Kebo

Kim Keywell  
Lori & Ross Laser  
Mammel Foundation  
The McCall Family  
Mindful Psychology Associates  
New Trier Parents' Association  
Northwestern University/SESP

Cari & Michael Sacks  
Julene & John Stellato  
The Alliance for Early Childhood  
University of Chicago Laboratory  
Schools Parents' Association  
Youth & Opportunity United (Y.O.U.)

**Community Allies**

Christ Church Winnetka  
Evanston Scholars  
Family Service Center  
Family Service of Glencoe  
Foundation 65  
Haven Youth and Family Services

Lake Michigan Association  
of Independent Schools (LMAIS)  
Northwestern University  
Lonnie Stonitsch & Eric Dynowski  
Wintrust Financial  
Young, Black & Lit

**In-Kind**

Acclaim Media  
Deft  
Kirkland & Ellis  
The Book Stall at Chestnut Court



FOR IMMEDIATE RELEASE: ROBERT FRANK, Ph.D.

CONTACT: Lonnie Stonitsch, Executive Director of FAN, lonnie@familyactionnetwork.net

Thursday, February 24, 2022, 7:00-8:00 PM, Under the Influence: Putting Peer Pressure to Work, a FAN webinar featuring Robert Frank, Ph.D., in conversation with David Wallace-Wells.

REGISTER: [www.bit.ly/FrankFANWebinar](http://www.bit.ly/FrankFANWebinar)

**BONUS AFTER-HOURS EVENT:** Attendees who purchase a copy of *Under the Influence* from FAN's partner bookseller The Book Stall are invited to attend an AFTER-HOURS event hosted by Prof. Frank that will start immediately after the webinar. Details on the webinar registration page.

Psychologists have long understood that social environments profoundly shape our behavior, sometimes for the better, often for the worse. But social influence is a two-way street—our environments are themselves products of our behavior. In his fascinating 2021 book *Under the Influence: Putting Peer Pressure to Work*, Cornell University professor **Robert Frank, Ph.D.** explains how to unlock the latent power of social context. It reveals how our environments encourage smoking, bullying, tax cheating, sexual predation, problem drinking, and wasteful energy use. We are building bigger houses, driving heavier cars, and engaging in a host of other activities that threaten the planet—mainly because of the forces of social contagion – what friends and neighbors do has enormous influence over our own choices.

In the wake of the hottest years on record, only robust measures to curb greenhouse gases promise relief from more frequent and intense storms, droughts, flooding, wildfires, and famines. Prof. Frank describes how the strongest predictor of our willingness to support climate-friendly policies, install solar panels, or buy an electric car is the number of people we know who have already done so. In the face of stakes that could not be higher, the book explains how we could redirect trillions of dollars annually in support of carbon-free energy sources, all without requiring painful sacrifices from anyone.

Prof. Frank is the **H. J. Louis Professor of Management Emeritus** at **Cornell University's Johnson Graduate School of Management**. He has been an “Economic View” columnist for the *New York Times* for more than a decade. His many books include *The Darwin Economy: Liberty, Competition, and the Common Good*; *The Economic Naturalist: In Search of Explanations for Everyday Enigmas*; and *Success and Luck: Good Fortune and the Myth of the Meritocracy*.

Prof. Frank will be in conversation with **David Wallace-Wells**, editor-at-large at *New York* magazine and author of the acclaimed 2019 *New York Times* bestseller *The Uninhabitable Earth: Life After Warming*.

This event suitable for youth 12+. It will be recorded and available on our website and YouTube channel.

Sponsored by **Family Action Network (FAN)**, in partnership with **Baker Demonstration School, Beacon Academy, Bennett Day School, Catherine Cook School, Christ Church Winnetka, Compass Health Center, Fusion Academy, Kenilworth D38, Lake Bluff D65, Lake Michigan Association of Independent Schools, New Trier High School D202, New Trier Parents' Association, North Shore Country Day, Pope John XXIII School, Regina Dominican High School, Rogers Park Montessori School, Roycemore School, School of Education and Social Policy at Northwestern University, Science & Arts Academy, Stevenson High School D125, University of Chicago Laboratory Schools Parents' Association, and Woodlands Academy.**