

## EINLADUNG ZUR NÄCHSTEN VERANSTALTUNG DES POTSDAM RESEARCH SEMINAR IN ECONOMICS

Wir laden Sie herzlich zur nächsten Veranstaltung des Potsdam Research Seminar in Economics am **17.05.2016** ein.

Das Seminar findet von **14.00 bis 16.00 Uhr (c.t.)** in Raum **3.06.S 27** statt.

Referentin:

**Jun.-Prof. Dr. Marina Schröder**  
Universität Köln

Thema des Vortrages:

**Remember Me? A Field Study on Memory Biases in Academia**

### Abstract:

Are some people more memorable than others? We conduct an experiment in a real work setting – academia. A month after two international conferences, participants are asked to recall presenters' names, institutions and the papers they presented. We find that distinctive "minority" attributes of presenters (such as being female or non-white) enhance recall. In contrast, academic achievements have little explanatory power on the probability of being remembered. These findings provide evidence for a potential value of standing out and have implications for our understanding of the formation of professional networks.

Wir freuen uns auf Ihre Teilnahme.