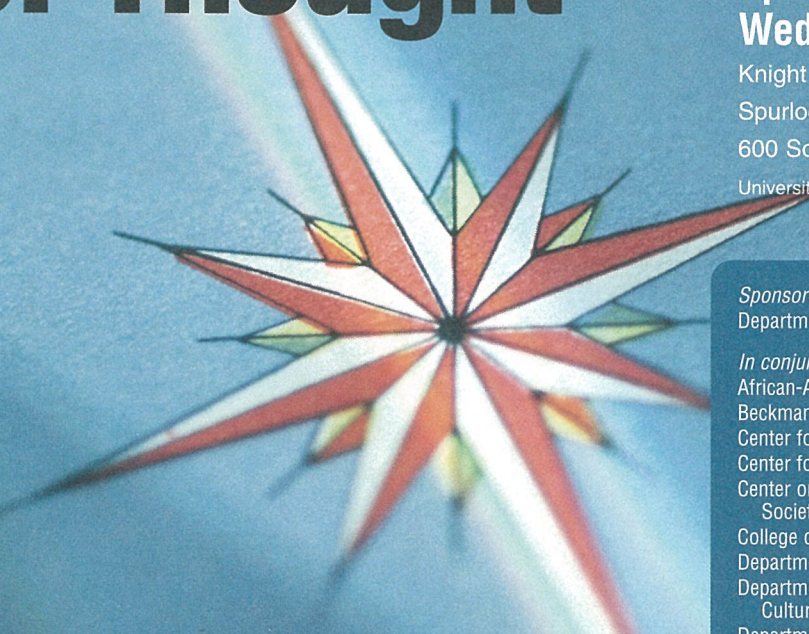


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# Geography of Thought



Richard Nisbett presents his latest work on reasoning, comparing East Asians with Westerners. He has found that Western thought is analytic, meaning that there is a focus on salient objects and their attributes, together with a propensity to categorize and find rules. However, Asian thought is holistic, meaning that there is a broader focus on the field as a whole, as well as a concern with relationships and similarities between objects.

## LYLE LANIER LECTURE

Established in 1986, this lectureship is in honor of Lyle Lanier who served as Head of Psychology, Dean of the College of Liberal Arts and Sciences, and Provost at the University of Illinois at Urbana-Champaign.

**Richard Nisbett**

*Theodore M. Newcomb  
Distinguished University  
Professor and Co-Director,  
Culture and Cognition Program,  
University of Michigan*

**April 21, 2004  
Wednesday 8:00 pm**

Knight Auditorium  
Spurlock Museum  
600 South Gregory, Urbana  
University of Illinois at Urbana-Champaign

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