



## *The Pain of Rejection: Breaking and Restoring Social Bonds*

### **Prof. C. Nathan DeWall**

*Professor of Psychology and Director of the Social Psychology Lab  
University of Kentucky, USA*

*Visiting Chair Professor  
Department of Management and Marketing, PolyU*

**Nathan DeWall** is professor of psychology and director of the Social Psychology Lab at the University of Kentucky. He received his bachelor's degree from St. Olaf College, a master's degree in social science from the University of Chicago, and a master's degree and Ph.D. in social psychology from Florida State University. He has earned 200 publications and numerous awards. In 2017, the Institute for Scientific Information listed him in the top 1% of the world's cited scientists in Psychology/Psychiatry. With David G. Myers, he writes Introduction to Psychology textbooks for college and high school students, which reaches millions of students in more than a dozen countries.

His research has been featured in major national and international outlets, including the New York Times, Wall Street Journal, Washington Post, LA Times, USA Today, Newsweek, Harvard Business Review, The Atlantic Monthly, Quartz, the BBC, and The Guardian. He has appeared on Good Morning America, NPR's *Morning Edition*, and *All Things Considered*, and will appear in a forthcoming Netflix documentary about the psychology of ultramarathon running. He writes regularly for the New York Times and Quartz. He lectures nationally and internationally, including in Hong Kong, China, the Netherlands, England, Greece, Hungary, Sweden, and Australia.

DeWall lives on a small farm in Lexington, KY with his wife, Alice, two young children, Beverly 'Bevy' and Ellis, three dogs, and eight chickens. He has braved all climates—from the snowy trails of Michigan to the scorching sands of the Sahara Desert—to complete more than 1000 miles' worth of ultramarathons—including the Badwater 135 in 2017 (dubbed "the World's toughest foot race").

### **Abstract**

Most people crave social acceptance. Like a sweet snack, social acceptance is pleasant, rewarding, and, in moderate amounts, associated with good health. Social rejection thwarts the fundamental need for positive and lasting relationships, which strikes at the core of well-being. The current talk presents a program of research on the power of social rejection in shaping cognition, emotion, and behavior. The first section demonstrates how social rejection influences a variety of inner responses, including self-regulation. The second section discusses how responses to social rejection share common overlap with physical pain processes. The final section illustrates how people cope with social rejection. I conclude by addressing how social exclusion affects cognition, emotion and behavior within consumer and organizational contexts.

**Date : 23 May 2018 (Wed)**

**Time : 2:00 pm – 2:30 pm (Registration)  
2:30 pm - 4:00 pm (Public Lecture)**

**Venue : M1607 for registration & M1603 for public lecture**

To register, please send your name, post, organization, & contact number to [mm.notice@polyu.edu.hk](mailto:mm.notice@polyu.edu.hk) on or before 21 May 2018 (Mon).

Registration will be accepted on a first-come-first-served basis.



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