

# The Power of Will



Roy F. Baumeister  
Francis Eppes Eminent Scholar & Professor of Psychology

## CURRENT RESEARCH

Understanding human desires and nature through rigorous research

Research now confirms that increased self-control, more than self-esteem, leads to greater success in school and work, improved relationships, more happiness, fewer personal problems, more money, and longer life. In addition to self-control, there are other qualities that can greatly help enrich the quality of an individual's life. Dr. Roy Baumeister, Francis Eppes Eminent Scholar and Professor of Psychology at Florida State University, studies the basic questions of self-control, free will, the need to belong, future-mindedness, and addiction, and the impact these traits can have on individuals' decision-making processes in not only their own lives but also in the broader context of society. By exploring how we think about ourselves and why we feel and act the way we do, Dr. Baumeister provides deep insight into human morality and success.

One of the world's most influential social psychologists, Dr. Baumeister has published well over 500 scientific articles and 30 books, and more than 140 of his publications have been cited over a hundred times (as opposed to the usual one to zero). Moreover, a book covering his research on self-control became a *New York Times* bestseller in 2011, which reflects the broad public interest in this important work. With a well-organized lab and prominent collaborators both nationwide and worldwide, Dr. Baumeister often moves beyond psychology and works with fields like marketing, business, philosophy, and economics. For example, one recent line of research reveals that undermining people's belief in free will makes them prone to cheat, steal, attack others, refuse to help others, stop thinking for themselves, and perform badly at work. Such empirical, scientific data...

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## AFFILIATION



Florida State University

## EDUCATION

- Postdoc in 1979, University of California, Berkeley
- Ph.D. in 1978, Princeton University
- M.A. in 1976, Duke University
- A.B. in 1974, Princeton University

## AWARDS

- Scientific Impact Award, 2015
- Alexander von Humboldt Research Award for lifetime contributions to scientific research, 2015
- Inducted into American Academy of Arts and Sciences, 2015
- William James Fellow Award for lifetime contributions to psychological science, 2013
- Distinguished Lifetime Career Contribution Award, 2012

## RESEARCH AREAS

Health & Wellness, Wellness, Aging Research

## FUNDING REQUEST

Your contributions will support Dr. Roy Baumeister of Florida State University as he explores how we think about the self and why we feel and act the way we do through rigorous research. Donations will help fund the \$300K/year needed to support personnel, online experiments with a properly created national sample, and series of studies that can enable a theory to be tested, refined, and tested again. Help provide powerful, practical insights into human behavior; fund Dr. Baumeister.