Most animals communicate using social chemosignals, namely chemicals emitted by one member of the species that then produce hormonal and behavioral changes in other members of the species. Such communication is prevalent in insects and terrestrial mammals, and mounting evidence implies that it is also common in human behavior, albeit primarily at a subliminal level. In his presentation, Sobel describes his findings on mechanisms of human chemosignaling in both health and disease. Based on these findings, he argues that, in contrast to common notions, humans are highly olfactory animals, and body-odors dominate our social behavior.
Keynote Address: Integrating Knowledge in Psychological Science Using Ontologies

Susan Michie presents the “Behaviour Change Intervention Ontology,” which has the potential to dramatically enhance evidence integration and knowledge development using hybrid human-computer systems, thereby accelerating scientific advancements.
Ernst Fehr shows that individuals cluster around three global, fundamentally distinct, preference types characterized as altruistic, inequality averse, and predominantly selfish—with the selfish type typically comprising a minority of individuals.
Keynote Address: Blood, Sweat, and Tears: Human Social Chemosignaling in Health and Disease

Noam Sobel describes his findings on mechanisms of human chemosignaling in both health and disease. Based on these findings, he argues that, in contrast to common notions, humans are highly olfactory animals, and body-odors dominate our social behavior.