

**“Getting Stuck in the Negatives (And How to Get Unstuck)”**

**Dr. Alison Ledgerwood**

**10 minutes**

**Presenter Background:** Dr. Ledgerwood is an Associate Professor in the Department of Psychology at the University of California – Davis Campus. In addition to her teaching duties, Dr. Ledgerwood is the principal investigator for the Attitudes and Group Identity Lab funded by the National Science Foundation and the Hellman Family Foundation. Her research focuses on understanding the importance of “cognitive framing” and the impact it has on how we interpret the circumstances that confront us. The difference in how we “frame” these experiences, is not in the experience itself, but in the narratives we tell ourselves about the experience. Dr. Ledgerwood demonstrates that positive cognitive framing is an important key to success and happiness in our daily lives and work. For her efforts, Dr. Ledgerwood has been awarded a Hellman Fellowship at UCAL-Davis that identifies her as “young faculty in the core disciplines who shows capacity for great distinction in their research and creative activities.”

COGNITIVE FRAMING

*As you watch the TED Talk key in on these essential questions:*

**Why is negative thinking actually easier for us?**

**Why is the negative so “sticky”?**

**What can we do to change the negative frame?**

**WIIFM?**