[Daniel Gilbert](#) is the Edgar Pierce Professor of Psychology at Harvard University.

He has won numerous awards for his research and teaching. He is an elected member of the American Academy of Arts and Sciences, and a winner of the Association for Psychological Science's William James Award for "a lifetime of significant intellectual contributions to the basic science of psychology."

His popular book, *[Stumbling on Happiness](#)*, spent 6 months on the New York Times bestseller list, has sold more than a million copies worldwide, has been translated into more than 40 languages, and was awarded the Royal Society's *General Book Prize* for best science book of the year.

He is the host and co-writer of the award-winning NOVA television series *[This Emotional Life](#)* which was seen by more than 10 million viewers in its first airing.

A few years ago, he teamed up with [Prudential](#) to do a series of television commercials to help Americans overcome the psychological obstacles to retirement saving. That advertising campaign was one of the most successful in the history of the financial services industry.

He is a contributor to *Time*, *The New York Times*, and NPR's *All Things Considered*; he has been a guest on numerous television programs including *The Today Show, [The Colbert Report](#)*, and *[The Late Show](#)*..

Dan's three TED talks have more than 30 million views, and his first TED talk remains one of the most popular of all time.