



SINCE 1828

behavioral science noun

Definition of *behavioral science*

: a branch of science (such as psychology, sociology, or anthropology) that deals primarily with human action and often seeks to generalize about human behavior in society

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Examples of *behavioral science* in a Sentence

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// Take author Paul Dolan, a professor of *behavioral science* at the London School of Economics.

— Allison Schrager, *Quartz*, "We have access to more data than ever—why do we get so much of it wrong?," 20 June 2019

// Many return to families with a history of conflict and trauma, said Eric Trupin, professor of psychiatry and *behavioral sciences* at the University of Washington.

— Allegra Abramo, *The Seattle Times*, "Youth often become homeless just after leaving juvenile detention. Can Washington state really stop it?," 29 Mar. 2019

// Herd *behavioral science* plays a major role in this phenomenon, too.

— Sy Mukherjee, *Fortune*, "Brainstorm Health: The Science of Super Bowl Riots, Intarcia Setback, Sanofi Dengue Lawsuit," 5 Feb. 2018

// The center is also expanding its messaging with new graphics jazzed up with input from *behavioral science*.

— Jenny Staletovich, *miamiherald*, "New hurricane center chief kicks off season with familiar warning: be prepared," 1 June 2018

// Chater is a professor of *behavioral science* at Warwick Business School.

— Nick Chater, *WSJ*, "You See Less Than You Think," 10 Aug. 2018

// Like Cambridge Analytica, Data Propria uses data and *behavioral science* to target internet users with ads or political messages.

— Adi Robertson, *The Verge*, "Trump's 2020 campaign is reportedly using former Cambridge Analytica employees to target voters," 15 June 2018

// Smith is an assistant professor of marketing at Ohio State University and O'Brien is an assistant professor of *behavioral science* at the University of Chicago.

— Robert W. Smith, *Washington Post*, "When searching for happiness, try eating popcorn with chopsticks," 7 July 2018

// This finding suggests that the children with enlarged brains have a specific subtype of autism, says lead investigator Christine Nordahl, associate professor of psychiatry and *behavioral sciences* at the University of California, Davis.

— Rachel Zamzow, *Scientific American*, "Brains of Children with Autism Show Unusual Folding Patterns," 9 July 2018

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First Known Use of *behavioral science*

1937, in the meaning defined above

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The first known use of *behavioral science* was in 1937

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Medical Definition of *behavioral science*

: a science (as psychology, sociology, or anthropology) that deals with human action and seeks to generalize about human behavior in society

Other Words from *behavioral science*

behavioral scientist *noun*
