

The Science and Social Impact of Bravery -- and How We Can Use it to End Bullying

Social media is a rocket fuel for our worst impulses, says Amy Cuddy, exacerbating incivility and bullying among adults both online and offline. But the same psychological mechanisms that elicit bullying – tribalism, the influence of norms, and desire for status – can just as easily be used to decrease bullying and increase bravery. The same human tendencies that are activated for bad, argues Cuddy, can be activated for good.

“Now, more than any other time, we have the science – and the stories – to build a brand-new program to fight against this menace,” Cuddy says.

In this talk, based on her forthcoming book, tentatively titled, *[Bullies, Bystanders, and Bravehearts](#)* (HarperCollins, 2026) she covers the staggering psychological, physical, and socio-economic costs of bullying to individuals, organizations, and societies – and the unprecedented and surprising opportunities we have to engage in and lead through social bravery. She compellingly demonstrates that when we understand the psychology of these dynamics, virtually all of us will have the power to be bravehearts, rather than passive bystanders.

A renowned social psychologist, Cuddy shares an acute combination of scientific expertise and first-hand experience, drawing both from her personal journey and the stories of others to communicate important human truths.