

# RENÉE RICHARDSON GOSLINE

**Affiliation:**

Senior lecturer in the Management Science group at the MIT Sloan School of Management and a principal research scientist at MIT's Initiative on The Digital Economy.

**Ideas:**

Focuses on the intersection between behavioural science and technology. Research includes how consumers determine "real" from "fake" products; how customers perceive value in platforms; and the effects of storytelling in social media on trust.

**Content:**

TEDx talk, "The Outsourced Mind"; *The Human Algorithm* (MIT Press, 2020).

**Bio:**

Named one of the World's Top 40 Professors under 40 by Poets and Quants. Prior to academia, she worked in marketing at LVMH Moët Hennessy and Leo Burnett. Holds a doctorate from Harvard Business School.

**Verdict:**

"An emerging and persuasive thought leader on the new digital reality." Thinkers50

**Website:**

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**Social:**

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