

HOW SOCIAL SCIENCE CAN HELP US MAKE BETTER CHOICES

Optimal Rationality in Action

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BY

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*Dedicated to the memory of Helen Brown and her 103
wonderful years and to Vincenza Holland a true
stalwart in my life.*

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ABOUT THE AUTHOR

Dr. Chris Brown is Professor of Education at the School of Education and Childhood Studies, University of Portsmouth. Chris has a long-standing interest on how evidence can and should but often doesn't aid education policy and practice. To that end he has authored four books (including *Achieving Evidence-Informed Policy and Practice in Education: Evidenced* (2017) for Emerald), several papers and has presented and keynoted on the subject at a number of international conferences in Europe, Asia and North and South America. Chris's other principal research interest is centered on the use of semiotic theory and analysis to find better ways to understand the complex problems we often face. This is his second book focusing on this area (following on from *Scenes, Semiotics and the New Real: Exploring the Value of Originality and Difference* (2015) for Palgrave Macmillan).

In 2015, Chris was awarded the American Educational Research Association 'Emerging Scholar' award (Education Change SIG). The award is presented to an individual who, within the first eight years of their career as an educational scholar, has demonstrated a strong record of original and significant scholarship related to educational change. Chris was also awarded the 2016 AERA Excellence in Research to Practice award and the 2016 UCEA Jeffrey V. Bennett Outstanding International Research award.

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