

Social Sciences and the Social Good: A TRIBUTE TO DANIEL YANKELOVICH

JANUARY 19, 2018 • 11:30 a.m. – 1:30 p.m.

WELCOME

Pradeep K. Khosla
Chancellor

WHEN PUBLIC JUDGEMENT REALLY MATTERS

Hilary Pennington
Vice President, Ford Foundation

DANIEL YANKELOVICH AND UC SAN DIEGO

Paul Drake
former Executive Vice Chancellor, UC San Diego

BUILDING THE YANKELOVICH CENTER

Jeff Elman
former Dean of the Division of Social Sciences

THE YANKELOVICH CENTER INTO THE FUTURE

Will Friedman
President, Public Agenda
John Skrentny
Director, Yankelovich Center for Social Science Research

THE DANIEL YANKELOVICH LEGACY

Carol Padden
Dean of the Division of Social Sciences

UC San Diego

Dubbed the “dean of American pollsters,” Daniel Yankelovich was perhaps best known for starting The New York Times/Yankelovich poll – now known as The New York Times/CBS News poll – and for co-founding the not-for-profit Public Agenda more than 40 years ago.

In addition to his work in public opinion, Yankelovich had a passion for bringing together social science theory and practice for the betterment of society. He established the Daniel Yankelovich Chair in Social Thought at UC San Diego and left a multimillion dollar bequest to endow the Yankelovich Center for Social Science Research, a problem-driven, practice-based research center in UC San Diego’s Division of Social Sciences.