

How can experimental psychology benefit urban sociology?

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The extensive field of urban sociology goes back at least 125 years, to the work of **Ferdinand Tonnies** (1887) on *Gemeinschaft* and *Gessellschaft*. In contrast, the new field of urban psychology goes back less than 50 years, with the brilliant essay in *Science* by **Stanley Milgram** (1970). In this 45-minute message, social psychologist **Alex Voronov** joins Milgram's student **Harold Takooshian** to offer an overview of urban psychology today--its origins, aims, methods, contributions, and outlook. He notes its two distinct contributions to urban sociology: (1) Its **focus**: on the individual within the city; (2) Its method: using field experiments to deepen our understanding of urban behavior.



"The observer listens to nature, but the experimenter questions her, and forces her to reveal her secrets". --Georges Cuvier, 1769-1832