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Speaker: **Rann Smorodinsky**

Title: **Is it Rational to Keep Up with the Kardashians?**

Abstract: Why do so many of us idol celebrities?

Why do we care what Kim Kardashian wears and drinks, who Robert de-Niro votes for, what are Jane Fonda's opinions on environmental issues and whether Hugh Grant, denounces Trump's cut of funds to UN Palestinian refugee agency?

In this paper we argue that celebrities have a valuable role in social learning even if they have no particular merit or prior unique knowledge. Thus, the celebrity phenomenon is a social structure from which we all benefit and so it has clear rational foundations.

Joint work with Itai Arieli, Gal Bahar and Moshe Tennenholtz