More than 400,000 people participate in SXSW, making this week prime time to meet new friends. Make like a SXSW panelist and spark conversation with these fun facts gleaned from research at Rice Business.

**How Our Friends’ Friends Make Us More Creative**

**Professor Jing Zhou**

Who do you know? The more diverse your social network, the more innovative you tend to be. In fact, research by a Rice Business professor found that the key ingredient to creativity wasn’t who our friends are, but who their friends are. Friends of friends provide the raw material we use to come up with new ideas — so go make some new friends, and get to know the rest of their crowd.

**Can You Spot Me a Twenty?**

**Professor Jefferson Quarte**

Beauty may only be skin deep, but like the rest of us, are often swayed by appearance. In this case, judging a book by its cover pays off: Borrowers who look more trustworthy really are more likely to pay us back.

**Clean Up Your Act**

**Professor Vikas Mittal**

Was there a stain on your hotel carpet? Curdled milk at the continental breakfast? A single gross encounter can trigger our primal feeling of disgust — and this feeling is more powerful than we might realize. Rice Business research finds that disgusted people are more likely to act unethically. The good news: just thinking about cleaning products, or catching a whiff of citrus, can counteract the effects.

**Why One Selfie Isn’t Enough**

**Professor Otilia Obozaru**

We’ve all come to crossroads in our lives where we’ve had to choose from multiple paths forward. Maybe you pursued an engineering degree instead of musical theater, or choose J-school over a J.D. A Rice Business professor found that those alternate versions of yourself never go away: they remain a part of your self-concept indefinitely. Think of that next time you pose for a selfie — and make sure to capture all your angles.

**From the Horse’s Mouth**

**Professor K. Ramesh**

Analysts’ recommendations often get dismissed as repackaged corporate PR, but that’s not always the case, according to Rice Business research. They frequently provide information that contradicts a company’s party line, and can help investors get a better sense of a stock’s true value. In other words: Listen to the experts.

**Jekyll & Hyde Dealmaking**

**Professor Hajoo Adam**

When you’re trying to close a deal, a hard-nosed approach only goes so far. To win big, try emotional instability, according to Rice Business research. Alternating between warmth and hostility will keep fellow negotiators on their toes and generates insecurity levels that make them more willing to concede. It’s not likely to win you any long-term friends, however.

**Not All Self-Control Is Created Equal**

**Professor Utpal Dholakia**

Overindulgence comes in many forms. Although past research has focused on self-control generally — you have it or you don’t — new research from Rice Business has found that our ability to exert self-control varies depending on what it is that demands our willpower, whether that’s a new pair of shoes or a piece of chocolate cake.

**Hotel Happenings**

**Concierge + Bar**

Daily

Noon–5 p.m.

**Kinetic Ensemble**

Mon.–Thurs.

4–5 p.m.

**Discussion Sessions**

Mon.–Fri.

See Schedule

**Songwriter Showcase**

Friday

See Schedule

These live performances are courtesy of Rice’s Shepherd School of Music.
GRAB A DRINK
1. EGO’S LOUNGE
Inspired by all the great music you’ve heard at SXSW (South by Southwest), this “lounge” is designed to be a casual and relaxing space with a diverse menu of cocktails, tapas, and other small bites. 700 S. Congress Ave., (512) 447-7991

2. CONTINENTAL CLUB
This historic bar opened in 1952 as a speakeasy during Prohibition. It’s now a hub for musicians and music lovers, offering live music every night of the week. 1522 S. Congress Ave., (512) 447-7686

DON’T MISS THIS
10. SOUTH CONGRESS BRIDGE
Walk north on Congress to the S. Congress Bridge to catch views of the picturesque Texas State Capitol. There, you’re sure to spot the Lady Bird Bridge. The famous bats return in March, so sit and watch as they fill the sky. 1000 S. Congress Ave., (512) 441-9322

11. JO’S COFFEE
Guests love the “I love you so much” mural, spray painted on the side of the building. It’s a walkable distance from the bridge and a perfect stop for coffee and bites on South Congress since 1999, 1415 S. Congress Ave., (512) 441-2444

12. WILLIE NELSON FOR PRESIDENT MURAL
You were always on our minds, Willie. The mural was spray painted on the side of the building in 1998, 1415 S. Congress Ave., (512) 441-2444

13. GREETINGS FROM AUSTIN MURAL
Artist Todd Sanders painted this mural in 1999 when South First Street had a distinctly different vibe. It was restored in November 2013 after a zillion camera flashes zapped it of its color (just kidding). 1720 S. First St.

14. ROADHOUSE RELICS
After you snap your selfie, head inside to the Roadhouse Relics, Todd Sanders’ studio and art gallery featuring vintage-style neon signs and one-of-a-kind pieces. 1720 S. First St., (512) 236-2811

15. PROTOTYPE VINTAGE
This used bookstore specializes in “quirkiana” and collectible books. Swing by to peruse one-of-a-kind posters and items for sale. 1700 S. Congress Ave., (512) 447-7061

SHOP A LITTLE
15. PROTOTYPE VINTAGE
1700 S. Congress Ave., (512) 447-7061

16. SOUTH CONGRESS BOOKS
This store is the brainchild of “quirkana” and collectible books. Swing by to peruse one-of-a-kind posters and items for sale. 1700 S. Congress Ave., (512) 447-7061

17. ALLENS BOOTS
This historic Western store is a must-visit for both locals and tourists. The store’s main attraction is the line of “classic” boots—a must for any Austinite or visitor. 1622 S. Congress Ave., (512) 441-4592

18. YETI FLAGSHIP
This store offers the largest selection of Yeti coolers and drinkware. Find the perfect item to take on the go and keep your beverages cool in the Texas heat. 1608 S. Congress Ave., (512) 441-6900

E-SCOOTERS: With more than 14,000 scooters on the streets in Austin, you won’t travel far before you find one. Lime and Bird are the most common, but there are also ride-sharing scooter companies operating around town. Download their apps, scan the QR code, and get scooting—just remember to lock your ride back about 3. You can ride on sidewalks in most parts of town, but always lock to a pole or fence. Want to navigate around a hotel or convention center? You may need to have the Uber or Lyft app open on your smartphone.

MOD BIKES: MOD Bikes is an Austin-based company that rents electric pedal assistance mopeds. These bikes are perfect for the day ($99/day). Skip the car—and traffic—and zip around town with electric pedal assist. 1632 S. First St., (512) 518-3445

EAT A SNACK
6. EL PRIMO
You can’t come to Austin and not try a breakfast taco. Really—it’s prohibited. This historic bar opened in 1952 as a swanky private supper club. Although it is swanky no longer, the interior is still worth a visit. 1522 S. Congress Ave., (512) 447-7686

4. HOTEL SAN JOSE
The courtyard longue of this bungalow-style hotel is the place to be for live music. 1412 S. First St., (512) 447-1413

3. GUERO’S TACO BAR
Grab a frozen margarita at this historic Tex-Mex restaurant and head to the patio for live music. 1412 S. First St., (512) 447-1413

5. JUNE’S ALL DAY
This classy neighborhood cafe and wine bar is the place for local music and local vendors. 316 S. Congress Ave., (512) 447-1413

8. BOULDN CREEK CAFE
If you’re craving something sweet, head over to Bouldin Creek Cafe for vegetarian fare, including the best tofu scramble (and even the carnivores love the octopus ceviche or Joann’s queso, made with huevos and tortillas since 2004. Cash only. 2101 S. First St., (512) 441-2444

2. CONTINENTAL CLUB
If you’re looking for something sweet, head to the Continental Cafe for vegetarian fare, including the best tofu scramble. 1900 S. First St., (512) 447-1003

1. EGO’S LOUNGE
This historic bar opened in 1952 as a speakeasy during Prohibition. It’s now a hub for musicians and music lovers, offering live music every night of the week. 1522 S. Congress Ave., (512) 447-7991

RAIN BARTON SPRINGS
AND ZILKER PARK
Join us for live-podcasts and discussions from Texas Monthly and professors from Rice Business.

 LOCATED IN THE HEART OF SOUTH CONGRESS.
Concierge Desk • Beer + Coffee • Kids’ Menu • Happy Hour Music • Giveaways • Free Snag Pop-Up Shops from Locoshoc & Stitshes

Spend your week at HOTEL TEXAS MONTHLY

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**SCHEDULE: SESSIONS & SHOWCASE**

Join us for the most thought-provoking sessions outside of the downtown grid. Each session is a live-podcast recording, hosted by Texas Monthly, and features leading researchers and professors from Rice Business.

### MONDAY, MARCH 11

2 P.M.  **THE SURPRISING SCIENCE OF SCANDAL**
Professor Anastasiya Zavyalova, a scholar of scandals, reveals startling truths about public-facing scandals, from NCAA to the Catholic Church.

3 P.M.  **IS TEXAS STILL FULL OF WILDCATTERS?**
A discussion featuring Gaby Rowe, Marc Nathan and Lawson Gow exploring the question of whether and how Texas stacks up for starting businesses, taking big risks, and forging new industries. Session will touch on Houston as an innovation hub.

### TUESDAY, MARCH 12

2 P.M.  **LIVE LONG AND PROSPER— WHAT AMERICA’S NEWCOMERS KNOW ABOUT LIVING LONGER & SAVING MONEY**
Rice Business Wisdom Editor Claudia Kolker explores some surprising ways Americans can benefit from the skills and habits of people new to the U.S.

3 P.M.  **INSIDE THE MAGIC OF WORK EPIPHANIES**
A conversation with Professor Erik Dane about epiphanies at work and in life: how they happen and what they tell us about the nature of problem-solving.

### WEDNESDAY, MARCH 13

2 P.M.  **THE STRANGELY IMMOVABLE ECONOMICS OF LIVE PERFORMANCE**
A conversation with Dean Peter Rodriguez on his research into what live performance reveals about our economic future.

3 P.M.  **THE CANTANKEROUS COMMUNITY MEAL**
A discussion featuring Professor Doug Schuler examining the challenges in social sector collaborations to address food insecurity.

### THURSDAY, MARCH 14

11 A.M.  **LIVE LONG AND PROSPER— WHAT AMERICA’S NEWCOMERS KNOW ABOUT LIVING LONGER & SAVING MONEY**
Rice Business Wisdom Editor Claudia Kolker explores some surprising ways Americans can benefit from the skills and habits of people new to the U.S.

### FRIDAY, MARCH 15

11 A.M.  **UNMARKETING: A GUIDE TO NOT BUYING ANYTHING**
A conversation with Professor Utpal Dhokia, a marketing expert who encourages people to buy and consume prudently to maximize pleasure.

12–5 P.M.  **SONGWRITER SHOWCASE**
To celebrate the end of the engaging week, Texas Monthly and Rice Business invite you for a day-long series of local songwriters and musicians. Artists include: Paul Dally, Jess Williamson, Jesse Woods, RF Shannon, Sleep Good, and Migration of Wolves.