The cost of genetic information has been dropping at a rate faster than of Moore's law in microcomputing. As a result, the science of genetic prediction has improved by leaps and bounds in recent years and with it has emerged a novel field: sociogenomics. Sociogenomics seeks to integrate genetic and environmental information to obtain a more robust, complete picture of the causes of human behavior as well as novel ways to answer old sociological questions. This talk will highlight some recent examples of sociogenomic research, touching upon issues such as adolescent peer effects, racial discrimination, assortative mating and fertility patterns. The talk will conclude by discussing the social and policy implications of genetic prediction.

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