

## Prediction all the Way Down

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Prediction plays an essential role in language processing. In psycholinguistics we tend to interpret that sentence pretty narrowly—what word are we expecting next? In this talk, I'm going to argue that we should be interpreting it more broadly. What we think of as prediction has a role to play not only in basic research on language processing, but also in characterizing social phenomena at the level of individuals and communities. I'll argue for a general characterization of prediction, and discuss the way it applies not only to the usual questions we ask in sentence processing but also to societally relevant issues like political communication and mental health, a perspective that makes the things we think about in psycholinguistics more directly relevant as we seek to understand and affect what's happening in the world around us.