The School of Psychology invites you to a Special Seminar with

Dr. Tom Schonberg

Department of Cognitive Neuroscience
University of Texas at Austin

On:

”The neural basis of behavior change”

Sunday, December 1st 2013, at 12:00
room L105, Arison-Lauder building

A large number of health-related problems can be improved by behavior change. In my talk I will focus on how we can influence food choices. I will present behavioral and imaging data from two new paradigms designed to influence choices and preferences of snack food items via reinforced and non-reinforced automatic mechanisms. The results show involvement of lateral prefrontal control regions as well as interactions with value-related circuitry in the brain, which offer a possible mechanism for these changes.

You are invited!