Brain-to-Society Decision and Behavior Seminar

McGill Centre for the Convergence of Health and Economics

Lessons from the Science of Motivation

by Ayelet Fishbach

Thursday, February 3, 2022 | 11 AM to 1 PM EST (2 hours in duration)

For *Remote Participation*, please click HERE

Seminar Abstract: Motivating ourselves and others is challenging during these uncertain times. I present what motivation science has taught us about how to achieve our goals. I review research on setting a goal, monitoring progress toward a goal, addressing multiple goals and leveraging social support. Within each category, I review some of the interventions that facilitate behavioral change

Panel Discussion: A panel of scientists and actin leader will follow the presentation to advance precision convergence science and innovation in discussing how integrative models bridging human biology, brain and society can be linked with equally multiscale models of natural and man-made materials and processes. The gaol is to articulate short- and mid-term pathways for research, action and policy to support behavioral change and ecosystem transformation at scale toward convergence of health, social, environmental and economic outcomes for individual, enterprise, and society. Discussion will (1) advance a deep and end-to-end understanding of all multiscale mechanisms involved in supporting adaptive real world behavior and context and (2) to inform better targeted and more impactful product, program and experience design at the food-health-environment nexus, within and across sectors and jurisdictions The webinar is chaired by Prof. Laurette Dube, Chair and Scientific Director, McGill Centre for the Convergence of Health and Economic (MCCHE).

Presenter: Ayelet Fishbach, PhD, is the Jeffrey Breakenridge Keller Professor of Behavioral Science and Marketing at the University of Chicago, Booth School of Business. She is the past president of the Society for the Study of Motivation and the International Social Cognition Network. She is an expert on motivation and decision making. Dr. Fishbach's groundbreaking research on human motivation has won the Society of Experimental Social Psychology's Best Dissertation Award and Career Trajectory Award, and the Fulbright Educational Foundation Award.

Chair: Laurette Dubé, initially trained as a nutritionist, also holds degrees in finances (MBA), marketing (MPS), and behavioral decision-making/consumer psychology (PhD). Dr. Dubé is Full Professor at the Desautels Faculty of Management, McGill University. Her research focuses on the study of affects, behavioral economics, and neurobehavioral processes underlying consumption, lifestyle, and health behavior. Her translational research examines how such knowledge can inspire effective interventions. She is also the founder and scientific director of the McGill Centre for the Convergence of Health and Economics, a unique initiative to push the boundaries of science to tackle societal and economic challenges and foster individual and collective health and wealth.

Co-chair: Dr. Gillian Bartlett is the Associate Dean for Population Health and Outcomes Research at the School of Medicine at the University of Missouri (Mizzou) where she is also a tenured Professor of Family & Community Medicine. She received her PhD in epidemiology from McGill in 2001 and her MSc in 1996. In 2014, she was awarded the Carrie M. Derick Award for Excellence in Graduate Teaching and Supervision for McGill University and the Faculty of Medicine Honour List for Educational Excel□lence. Dr. Bartlett specializes in primary care research and knowledge translation. Her current concentra□tion is on knowledge translation and stakeholder engagement around health care utilization and outcomes for vulnerable populations; implementation of precision medicine using patient-oriented strategies; and the use of education innovations to advance the discipline of family medicine and primary care. Dr. Bartlett was elected the Vice-President of the North American Primary Care Research Group in 2019. She is cur□rently the Executive Director for the Network Coordinating Office of the Primary and Integrated Health Care Innovations (PIHCI) network. As of 2020, Dr. Bartlett is also the President of NAPCRG.

Panellists:

Dr. Karim Keshavjee trained as a Family Physician and is the CEO of InfoClin, a company that provides health informatics consulting to a variety of organizations across North America. He has over 25 years of experience in health informatics. Karim was the Project-Director for the COMPETE research program at McMaster University which studied the impact of clinical decision support on the care of pa□tients with diabetes and vascular disease. He has been a consultant to Canada Health Infoway for their pan -Canadian electronic prescribing project (CeRx) and their inter-operable electronic health record (iEHR) project. Karim was the Clinical Data Architect and EMR Consultant for CPCSSN, Canada's primary care chronic disease surveillance network. CPCSSN is a network of over 1200 physicians which provides access data on 1.7 million patients for research and surveillance. Over the last decade, Karim has been working on researching how to improve mhealth apps and designing enabling environments for their use in the healthcare system. Karim has published several articles on mhealth apps in a variety of disease areas. He recently published a paper on how technology can support patient empowerment. Karim's current research is focused on how to use artificial intelligence and machine learning in the service of diabetes prevention through the PREVENT program. Karim is an Assistant Professor, Teaching Stream and Program Director for the Health Informatics program at the University of Toronto and a Visiting Scholar at Ryerson University. For more information, visit his LinkedIn or PubMed profiles.

Dr Nancy Mayo is a James McGill Professor in the Department of Medicine and the School of Physical and Occupational Therapy, McGill University (Division of Geriatrics and Division of Clinical Epidemiology). She is also Research Scientist at the Center for Health Outcomes Research and Evaluation, McGill University Hospital Center Research Institute. Dr. Mayo leads a research program on Function, Disability and Quality of Life for vulnerable populations. Her research is conducted from rehabilitation, health services, health outcomes, and epidemiological perspectives. Dr. Mayo has had a preoccupation with generating evidence about how to improve outcomes for people with disabling health conditions and translating this knowledge directly to patients. She is an honorary life member of the International Society of Quality of Life (ISOQOL) and is the author of the Dictionary of Quality of Life and Health Outcomes Measurement for this organization. Dr. Mayo is a committed educator having supervised over 100 students in Rehabilitation Science, Epidemiology, Experimental Surgery and Experimental Medicine, 40 at the doctoral level. She has more than 300 life-time publications and has presented at scientific venues on every continent.

Antonio Tataranni, MD is currently the global Chief Medical Officer of PepsiCo. As Chief Medical Officer, Dr. Tataranni oversees all aspects of the company's efforts to protect its global workforce, products and com□munities in the face of the COVID-19 pandemic. He also leads PepsiCo's Life Sciences strategy and the R&D Fellows Program as its Executive Sponsor. Dr. Tataranni joined PepsiCo in September, 2018 as the Senior Vice President of R&D Life Sciences, responsible for leading the develop□ment and execution of a nutrition and bio-sciences strategy in support of the company's portfolio transformation and Winning with Purpose agen□da. Prior to joining PepsiCo, Dr. Tataranni was a senior executive at Sanofi and a senior scientist at the NIH

Dr. Gideon Nave studies how the emergence of biological measurement techniques and the accumulation of big biological data may be used to advance efficiency, productivity and innovation, and evaluates the ethical and legal challenges that arise. To this end, he develops theories and methods that allow businesses and policy makers to focus their efforts in a more targeted fashion, with the premise of better addressing the needs of their customers and delivering the right products, services and messages to the right people, at the right time. He also assesses the unique threats that such technologies might impose on consumer autonomy and privacy.

Dr. Alain Dagher is a neurologist specializing in movement disorders and functional brain imaging. His research aims at understanding the function of the basal ganglia, with a particular emphasis on appetitive behaviours. This involves studying how we learn about rewards and punishments, and become motivated to engage in reward-seeking behaviour. The two main techniques used are positron emission tomography (PET) targeting the dopamine system, and functional magnetic resonance imaging (fMRI). The research focusses on Parkinson's Disease, stress, drug addiction (notably cigarette smoking), pathological gambling, and obesity. Dr. Dagher is funded by CIHR, FRSQ, NIDA, the Parkinson Society of Canada, the Institute for Research on Pathological Gambling and Related Disorders, and Unilever PLC. His clinical specialty is movement disorders, with a focus on Parkinson's Disease. His main research interest is functional brain imaging using fMRI and PET scanning to understand the function of the basal ganglia, frontal lobes and dopamine in motivated behaviors. This research has touched on the cognitive deficits in Parkinson's Disease, stress and anxiety, schizophrenia, drug addiction, obesity, and pathological gambling and other behavioral addictions.

Ardavan Nobandegani is a Postdoctoral Researcher in the Department of Psychology at McGill University. Ardavan's research lies at the intersection of cognitive science and artificial intelligence, and is primarily focused on understanding the computational foundations of human reasoning and decision-making, with a parallel goal of developing cognitively-informed algorithms and human-like artificial intelligence. Ardavan's recent work has shed new light on the algorithmic foundations of human decision-making, demonstrating that a broad range of ostensibly irrational behaviors are in fact optimal, provided that we take into account the computational and cognitive limitations that people are faced with.