

**Desautels Faculty of Management – McGill University**

**Decision Neuroscience (MRKT 709)**

**Translational Brain-to-Society Decision and Behavior Research:  
Individual Choice, Real-Time Learning and Long-Term Dynamics**

**Fall 2022**

**Hybrid Delivery Mode**

**Syllabus**

**Course ID and Title:** MRKT 709 (PhD)  
Topics: Decision Neuroscience

**Prerequisite:** Instructor Permission

**Schedule:** Autumn 2022, Tuesdays 2:35-5:35

**Location:** In Person Room--Desautels Faculty of Management, Bronfman, Room 575  
Online: <https://mcgill.zoom.us/j/86754580061?pwd=N2E1aHIGbWp1NjlQcW8wcmRWbTBuUT09>

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**Collaborator:** **Luiza Mugnol-Ugarte (PhD in Neuroscience)**  
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**Introduction**

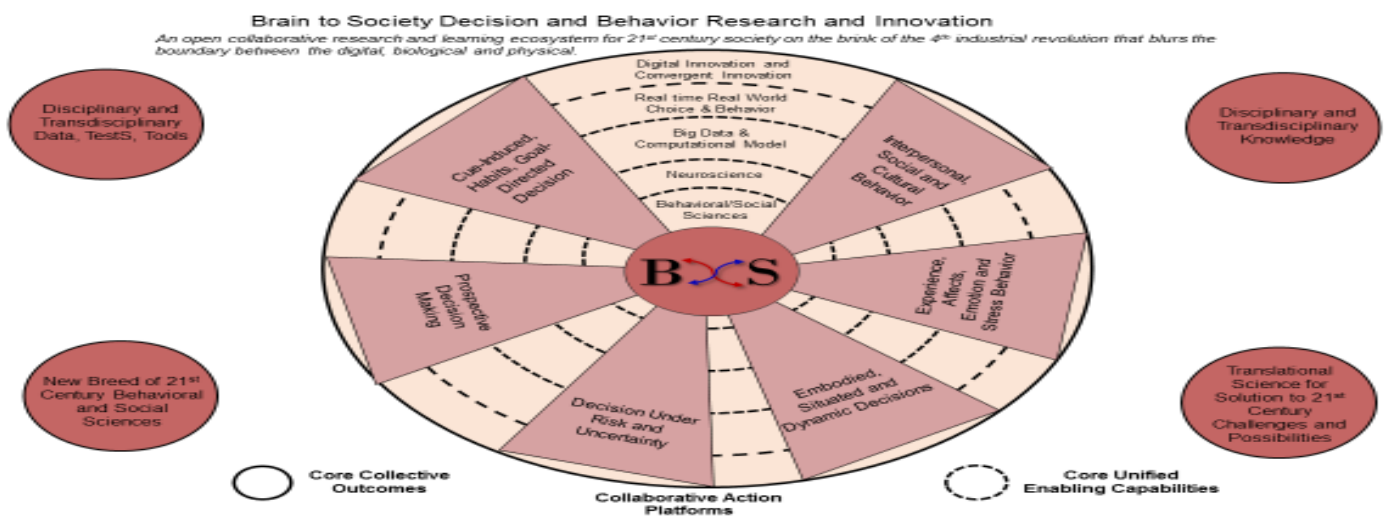
Since pioneer work by Tversky and Kahneman in the late 1970s, behavioral economics, and now neuroeconomics and decision neuroscience, are providing a strong foundation for the scientific study of human decision making and behavior that accounts for the whole diversity of rational and less-rational motives and processes impacting choice. While behavioral economics is evidencing a rich diversity of cognitive and affective heuristics and biases in decision under risk and uncertainty that violates rationality in both personal and professional judgments, decision neuroscience is combining cognitive neuroscience (in humans) with related fields of systems and behavioral neuroscience (in animal models) to define the neurobiological basis of decision making in both deterministic and probabilistic contexts. Important insights have already been provided on differentiated functions of the human frontal lobes, the crucial role

of dopamine in reward learning, and the interactions between goal-directed behavior, habitual responses, impulsive drives, and, more generally, the complex and dynamic biological, social, and cultural processes that altogether define how the brain make decision.

Decision neuroscience, as taught in this seminar offered by the marketing division of the Montreal joint doctoral management program, covers the above topics, while pushing the boundaries of what behavioral and brain sciences can contribute, when combined with social sciences in reciprocal and meaningful way, to inform and accelerate, in real time and in real world contexts, pragmatic solutions for individual and society in their decision and behavior. The Brain-to-Society decision and behavioral research, in development for more than a decade, aims to jointly harness the exponential growth in our undersanding of the workings of the human brain and society to assist individual and society in making choice and behavior that goes beyond what has been possible thus far in achieving their full possibilities and confronting complex challenges still confronting a 21<sup>st</sup> century world on the brinks of its fourth industrial revolution that blurs the boundary between the biological, physical and digital spheres.

### Brain-to-Society Decision and Behavior Research Framework

Part of the biological sciences are effectively becoming social sciences as genomic, proteomics, metabolomics, and brain imaging produces a large number of individual-level variables and researchers in these fields are on the hunt for measures of behavioral phenotypes. This happens while social sciences research and designers of real-world products, services, and programs supporting individuals in their decision making and behaviors are exploring neural and physiological signatures of differentiated facets of real-time experience for better impact and more precise targeting. Moreover, both science and action around the world now occur in extremely diverse contexts characterized by unprecedented speed and connectivity, accelerating the emergence of individual and societal patterns that may have different adaptive quality and would benefit from the more solid integrative scientific inquiry. The toughest challenges and the highest possibilities facing humanity in such context require new ways of thinking about both science and action. They also call for different kinds of thinkers engaged in both society---exceptional individuals working together to gain insights that might otherwise remain undiscovered and translated into action. The Brain to Society (BtS) Decision and Behavior Research framework is designed to train and contribute knowlge to support this new breed of experts.



### **Seminar overview, audience, and objectives**

The BtS decision and behavior research seminar builds upon behavioral economics and decision neuroscience research while establishing reciprocal relationships with, on the one hand the psychology, management and other social sciences, and on the other hand, with artificial intelligence, complexity and computational sciences, in an integrative translational paradigm anchored into the specific individual and societal-scale solutions these disciplines altogether can provide. With a special emphasis on understanding the full cascade of responses that shape decision and behavior in real time in similarly complex, diverse and dynamic environment, BtS decision and behavior research is built upon collaborative synergies across disciplines and between science and action. Structured around the BtS's six types of decision and behavior, the program integrates more deeply and comprehensively contributions from both behavioral/social and calls for novel solutions while bridging these through powerful AI/ big data/complexity sciences for individuals to thrive in all dimensions of a long, healthy and successful life.

This seminar is designed for graduate and post-graduate students in consumer behavior, marketing, information systems, finances, strategy, and other management disciplines where understanding human decision and behavior is a key component to achieve performance at professional, organization or institutional level. The seminar is also designed for neuroscience students interested to enrich their disciplinary training by articulating reciprocal pathways with behavioral and social sciences, moving toward the co-creation of a full translational BtS science to inform real world decision-making in a diversity of contexts. The course could also be of high interest for students in psychology, health, political sciences, and economics who are attempting to understand the neural basis of decision-making and behaviors, and the insights these provide for their respective domains of research and practice. This course, the first of a twin program, focuses on individual decision making and behavior, real-time learning and long term support innovation to this individual, be it in personal or professional contexts. The companion seminar will expand insights to decision making, design, and practices at organizational, institutional, system levels and policy. The objectives are:

- Acquire an integrative disciplinary and interdisciplinary translational framework that maps key decisional and behavioral constructs at the interfaces between neuroscience and social sciences and guide future conceptual, methodological and analytical developments.
- Discover a portfolio of integrative characterization tools, statistical, and computational models of underlying mechanisms for decision-making and behavior in diverse and dynamic conditions observed in experimental and naturalistic real-world physical and virtual contexts.
- Learn how to translate science into actionable insights for design, production and evaluation of serious gaming and other digital and convergent innovation that foster learning, decision and behavior to enhance individual and collective performance and well-being.
- Form the next generation of behavioral, social, and health scientists through cutting edge disciplinary research and training enriched with neuroscience and data/computer sciences, while providing solution-oriented integrative mindsets, methods, and testbeds for more impact and more precise targeting,

**Course Format:**

The seminar is organized around the six types of decision making and behavior grouped in the BtS model, with two sessions devoted to each to cover the layers of behavioral/social sciences, neuroscience, big data/computational models, real-time/real-world choice and behavior, and the application of preceding to digital and convergent innovation as appropriate.

Each session will consist, for two-third of its time, in a live translational exercise where leading disciplinary and computational scientists are brought together for reviewing key features of their work that altogether can advance solution-oriented convergence sciences around a targeted domain where more adaptive real-time and/or long-term behavior be needed in diverse and changing contexts, be these physical or digital.

The last third is each session devoted for team of 2 students from two different disciplines who are to feature in sequence over the course of the semester a paper from their respective disciplines and commenting on each other's disciplinary paper. The double objective of critically reviewing the paper from state-of-the-art disciplinary and transdisciplinary standard, while briefing each other on key concepts and methods of their respective discipline. Thoughtful personal preparation and class dialogue are twin core elements to both sharpen students' critical disciplinary thinking and articulate vision and pathways for how their respective work can be brought together in accelerating science-based solutions to complex challenges and possibilities facing individual and society. Optional webinars for more in-depth coverage of specific methods and models in management, neuroscience, computer science will be offered throughout the semester.

The class will meet once per week for approximately 3 hours per session/class for a total of 13 sessions. Each session will revolve around a separate topic (**see schedule below**).

**Course Requirements and Grades**

Students are responsible for all announcements or schedule changes made in class, whether or not they are in attendance.

**Required Texts:** There are no required texts. However, a list of articles and reading assignments will be provided, one for the translational convergence science part of the seminar and one assembling separately disciplinary articles from neuroscience and from behavioral/social sciences. In addition, the course benefits from a rich portfolio of recording of 50-min BtS lecture webinars by leading neuroscientists, behavioral economists and psychologists, each followed by a high-level transdisciplinary panel that typically focus of a specific behavioral domain.

**Examinations and Grading:** The final grade in the course will be based on the following weights:

<b>Grade Item</b>	<b>Nature</b>	<b>Weight</b>
Weekly translational short essays	Individual (2 over the semester)	10%
Class briefing and discussion leadership of one BtS webinar	In pairs	15%

Review and discussion of disciplinary papers	In pairs, on as disciplinary anchor and one provides transdisciplinary perspective (2 over the semester)	20%
Participation in class discussion	Individual	15%
Term project	Individual or in group of 2 to 3 students	40%
<b>Final Grade</b>		<b>100%</b>

**Translational short essays (individual):** There will be a translational short essay assignment (600-word limit) every week except for session 1, 2, and 13. For this essay, you choose one of the papers featured by experts in the BtS translational research discussion. You first review and comment on the disciplinary contribution of the paper and then address whether and how its scientific and societal contribution to the session's targeted decision making/behavior could be improved through disciplinary and/or interdisciplinary translational research (with yours or other disciplines). You can submit these essays weekly and the best 2 will be taken or you can submit only 2. The grade will reflect the depth of thinking, insights originality and analysis/writing clarity. These essays are due at 5pm the day before class sessions.

**Class briefing and discussion leadership of one BtS webinar (pair):** Throughout the course, recording of recent Brain-to-Society webinars are associated with specific sessions. Pairs of two students from different disciplines are to review one of these that is of mutual interest to present a 15 min strategic brief of key takeaway from lecture and panel discussion from a neuroscience and behavioral research perspective and lead a 15 min class discussion on possibilities, challenges, and insights that can be derived for disciplinary and convergence science and action.

**Reciprocal review of disciplinary paper and transdisciplinary commentary of paper from another discipline (pair):** Students choose one paper from the separate list of disciplinary papers provided for each session. In a 20 min presentation, the paper is first reviewed from a disciplinary perspective, commented upon positioned within the disciplinary research on its key concepts, underlying assumptions about human behavior, methodology and data science/computational model. Presentation is to be clear, concise, organized, and reflects an understanding of the potential disciplinary interfaces that can lead to novel BtS translational research. The grade will also reflect the extent to which you are able to engage the class in a deep and useful discussion and answer questions posed by other students or faculty members in a thoughtful and responsive manner. Session and paper are to be selected by session 2.

**Participation in class discussion (individual):** You will be evaluated based on our overall assessment of the amount and quality of the individual's comments. High quality contributions will reflect both a depth and breadth of knowledge gained from the assigned readings, will be clearly stated and effectively communicated, and will be insightful and relevant to the issues under discussion. Although the quantity of comments is important, students should refrain from monopolizing discussions and should aim to be succinct.

**Translational term pape Individual or Pair:** The term paper can be individual or in small groups of 2-3 persons. It can take one of three forms:

- Theoretical development and/or analytical work on translational research live cases discussed in class that address BtS mechanisms and/or real time/long term process and outcome;
- Comprehensive disciplinary literature review that identifies important research gap(s) of scientific and societal significance in providing science-based solution to normative choice in one of the targeted decision making/behavior type that could benefit from a BtS translational

research approach. Formulates research question, specify complementary disciplinary to be brought together and sketch research strategy;

- Research protocol developed to address specific research question(s) of scientific and societal significance.

Once the paper topic has been chosen, please confirm it by sending a brief e-mail outlining your topic to instructor no **later than Tuesday October 11. Individual appointments will be given in the following week early feedback.** Do not hesitate to consult with us throughout the process.

**Statement for Students with Disabilities**

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester.

**Statement on Academic Integrity**

McGill seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one’s own academic work from misuse by others as well as to avoid using another’s work as one’s own. All students are expected to understand and abide by these principles.

**Course Schedule (all session hybrid delivery)**

**\*Confirmed \*\*Invited**

**(IMPORTANT.** Note that the list of translational papers and background BtS webinar covers the different perspectives around which the in-class “convergence-by-design” dynamics is created. **Students are NOT expected to read all and see above for actual manageable assignments)**

		Instructors (** TBC)
Session 1. September 6 <sup>th</sup>	<p><b>Introduction</b></p> <p><b><u>Translational Papers</u></b></p> <p><a href="https://www.dropbox.com/sh/r2dseyhasl4tgd3/AADH5OHai5oaYGEk3XclqxqJa?dl=0">https://www.dropbox.com/sh/r2dseyhasl4tgd3/AADH5OHai5oaYGEk3XclqxqJa?dl=0</a></p> <p>Thaler, R. H. (2008). Commentary—Mental Accounting and Consumer Choice: Anatomy of a Failure. <i>Marketing Science</i>, 27(1), 12-14.</p> <p>Loewenstein G, Rick S, Cohen JD. Neuroeconomics. <i>Annu. Rev. Psychol.</i>. 2008 Jan 10;59:647-72.</p> <p>Kable, J. W. (2011). The cognitive neuroscience toolkit for the neuroeconomist: A functional overview. <i>Journal of Neuroscience, Psychology, and Economics</i>, 4(2), 63.</p> <p>Simon HA. What is an “explanation” of behavior?. <i>Psychological science</i>. 1992 May;3(3):150-61.</p>	L. Dube* (in all sessions with other instructors)

	<p>Dubé, L., Bechara, A., ..&amp; Huettel, S. (2008). Towards a brain-to-society systems model of individual choice. <i>Marketing letters</i>, 19(3-4), 323-336.</p> <p>Hagen, L., Uetake, K., Yang, N., Bollinger, B., Chaney, A. J., Dzyabura, D., ... &amp; Zhu, Y. (2020). How can machine learning aid behavioral marketing research?. <i>Marketing Letters</i>, 31(4), 361-370.</p> <p>Wang, T. Wu, C., Qi. W. (2020) On Data-Driven Multi-Product Pricing, <i>IEEE Control Systems Letters</i>, 5(5), 1687-1692.</p> <p>Mac Aonghusa, P., &amp; Michie, S. (2020). Artificial Intelligence and Behavioral Science Through the Looking Glass: Challenges for Real-World Application. <i>Annals of Behavioral Medicine</i>, 54(12), 942-947.</p> <p>Gershman, S. J., Horvitz, E.J., &amp; Tenenbaum (2015). Computational rationality: A converging paradigm for intelligence in brains, minds, and machines. <i>Science</i>, 349 (6245), 273-278.</p> <p>Dubé, L., Silveira, P...&amp; S. Brown (In press). From prediction medicine to precision convergence for multilevel resilience: The aging brain and its social isolation. <i>Frontiers in Public Health</i></p> <p><b><u>Background BtS Webinars</u></b></p> <p><b>L. Dube and N. Spreng: Multiscale adaptive real-world behavior and context</b></p> <p><a href="https://www.dropbox.com/s/lbmpq68rwou4t7b/Session%204_Feb%2022%2021_POSTER_final.pdf?dl=0">https://www.dropbox.com/s/lbmpq68rwou4t7b/Session%204_Feb%2022%2021_POSTER_final.pdf?dl=0</a></p> <p><a href="https://www.dropbox.com/s/c6v42uwbd1gt5xz/Session%201%20Feb%2015%20-%20GMT20210215-141421_Special-We_1992x1120.mp4?dl=0">https://www.dropbox.com/s/c6v42uwbd1gt5xz/Session%201%20Feb%2015%20-%20GMT20210215-141421_Special-We_1992x1120.mp4?dl=0</a></p> <p><b>L. Dube and S. Brown: Bridging Multiscale Human and Machine Decision Making for Adaptive Real-World Behavior and Contexts</b></p> <p><a href="https://www.mcgill.ca/desautels/files/desautels/mcche-precision-convergence-june-7-2021.pdf">https://www.mcgill.ca/desautels/files/desautels/mcche-precision-convergence-june-7-2021.pdf</a></p> <p><a href="https://youtu.be/NuyjsYccitI">https://youtu.be/NuyjsYccitI</a></p> <p><b>S. Gosh: Leveraging brain research to change scientific culture, education and Infrastructure</b></p> <p><a href="https://www.dropbox.com/s/d1p6fpgdesn3o0/GMT20220524-144735_Recording_1386x720_Trim.mp4?dl=0">https://www.dropbox.com/s/d1p6fpgdesn3o0/GMT20220524-144735_Recording_1386x720_Trim.mp4?dl=0</a></p>	
<p>Session 2. September 13<sup>th</sup></p>	<p><b>Decision making under risk and uncertainty;</b> Prospect theory, gain-loss frames, human/machine belief updating and short/long term effortful choice and decision making, integrative economic utility model</p> <p><b><u>Translational Papers</u></b></p> <p><a href="https://www.dropbox.com/sh/mjwqnga3gob041a/AAAXTAwHxzDxnJ-kNjwusFMoa?dl=0">https://www.dropbox.com/sh/mjwqnga3gob041a/AAAXTAwHxzDxnJ-kNjwusFMoa?dl=0</a></p>	<p>Madeleine Sharpe*</p> <p>Ardavan S. Nobandegani*</p> <p>Clarice Y. Zhao*</p>

	<p>Tversky, A. and D. Kahneman (1974). Judgment under uncertainty: Heuristics and biases. <i>Science</i>, 185(4157), 1124-1131.  <a href="http://link.springer.com/chapter/10.1007/978-94-010-1834-0_8">http://link.springer.com/chapter/10.1007/978-94-010-1834-0_8</a></p> <p>Tversky, A. &amp; D. Kahneman (1992). Advances in prospect theory: Cumulative Representation of Uncertainty. <i>Journal of Risk and Uncertainty</i>, 5:297-323.</p> <p>Fox, C. R., &amp; Poldrack, R. A. (2009). Prospect theory and the brain. In <i>Neuroeconomics</i> (pp. 145-173).</p> <p>Bogdanov, M., LoParco, S., Otto, O.R. Sharp, (2022) Dopaminergic medication increases motivation to exert cognitive control by reducing subjective effort cost in Parkinson patient. <i>medRxiv</i></p> <p>Nobandegani, A. S., Shultz, T. R., &amp; Dubé L. (2021). A Unified, Resource-Rational Account of the Allais and Ellsberg Paradoxes. In <i>Proc. of the 43rd Annual Conference of Cognitive Science Society (CogSci)</i>.</p> <p>Da Silva Castenheire, K., Sharp, M. A., &amp; Otto, A.R. (2021) The impact of pandemic-related worry on cognitive functioning and risk taking, <i>PLoSone</i> 16 (11), e0260061</p> <p>Chapman, G., Milkman, K. L., Rand, D., Rogers, T., and Thaler, R.T. (2020) Nudges and choice architecture in organizations: New frontiers <i>Organizational Behavior and Human Decision Processes</i> 163, 1-3</p> <p>Cohen, M. C., Perakis, G., &amp; Thraves, C. (2017). Consumer surplus under demand uncertainty. <i>Production and Operations Management, Forthcoming</i>.</p> <p>Cohen, M. C., Miao, S., &amp; Wang, Y. (2021). Dynamic pricing with fairness constraints. Available at SSRN 3930622.</p> <p>Zhao, C., Ching, A. T., Hossein, T., &amp; Tehrani, S. S. How Do People Update Beliefs? Evidence from the Laboratory with Andrew T. Ching, Tanjim Hossain and Shervin S. Tehrani (unpublished manuscript)</p> <p><a href="#">MNGT + NSC</a></p> <p><b><u>Background BtS Webinars</u></b></p> <p><b>R. Thaler: Nudge For Good - Richard Thaler In Conversation With Greta Johnsen (Center for Decision Research; Chicago Booth Business School)</b></p> <p><a href="https://www.youtube.com/watch?v=165y1u48diI">https://www.youtube.com/watch?v=165y1u48diI</a></p> <p><b><u>M. Paulus: Computational Mental Health/Healthcare</u></b></p> <p><a href="https://www.mcgill.ca/desautels/files/desautels/bts-m.paulus_seminar-poster_panel.pdf">https://www.mcgill.ca/desautels/files/desautels/bts-m.paulus_seminar-poster_panel.pdf</a>  <a href="https://youtu.be/9_IyKMolG1M">https://youtu.be/9_IyKMolG1M</a></p>	
<p>Session 3. September 20<sup>th</sup></p>	<p><b>Value-based decision making in everyday choice (with interface with behavioral finance/finance AI, and consumer financial decision making)</b></p> <p><b><u>Translational Papers</u></b></p>	<p>Lesley Fellows*</p> <p>Nicolas Martellin*</p>



<p><a href="https://www.dropbox.com/sh/bolt0h3sa7n2bcw/AADtpAH8rNVvOoieiKPvugKQa?dl=0">https://www.dropbox.com/sh/bolt0h3sa7n2bcw/AADtpAH8rNVvOoieiKPvugKQa?dl=0</a></p> <p>Fellows, L. (2011) Neurobiology of Sensation and Reward. Chapter 16 The Neurology of Value In Gottfried JA, editor. Boca Raton (FL): CRC Press/Taylor &amp; Francis; 2011.</p> <p>Krastev S, McGuire JT, McNeney D, Kable JW, Stolle D, Gidengil E, Fellows LK. Do political and economic choices rely on common neural substrates? A systematic review of the emerging neuropolitics literature. <i>Frontiers in psychology</i>. 2016 Feb 25;7:264.</p> <p>Marinelli, N., Mazzoli C. &amp; Palmucci, F. (2017) Mind the Gap: Inconsistencies Between Subjective and Objective Financial Risk Tolerance, <i>Journal of Behavioral Finance</i>, 18:2, 219-230</p> <p>Hageback, N. (2017) Archetypes as Triggers of Financial Bubbles, <i>Journal of Behavioral Finance</i>, 18:1, 86-98</p> <p>Delprat, G., Leroux, M. L., &amp; Michaud, P. C. (2016). Evidence on individual preferences for longevity risk. <i>Journal of Pension Economics &amp; Finance</i>, 15(2), 160-179.</p> <p>Lahmiri, S. &amp; Bekiros, S. (2021). Deep learning forecasting in cryptocurrency high frequency trading, <i>Cognitive Computation</i>, 13, 485-487</p> <p>Lahmiri, S. &amp; Bekiros, S. (2021). Chaos, Solitons, and Fractals, 151, 1-8</p> <p>Karmarkar, U. R., Shiv, B., &amp; Knutson, B. (2015). Cost Conscious? The Neural and Behavioral Impact of Price Primacy on Decision Making. <i>Journal of Marketing Research</i>, 52(4), 467–481.</p> <p>Financial Consumer Agency of Canada. (2020). Review of Financial Literacy Research in Canada: An Environmental Scan &amp; Gap Analysis. <i>Government of Canada</i>.</p> <p>Financial Consumer Agency of Canada. (2021). Make Change that Counts: National Financial Literacy Strategy 2021-2026. <i>Government of Canada</i>.</p> <p><a href="#">MNGT + NSC</a></p> <p><b><u>Background BtS Webinars</u></b></p> <p><b>J. P. O’Doherty and G. Samanez-Larkin: Value-based and Goal-Directed Decision Making and Contexts</b></p> <p><a href="https://www.dropbox.com/s/enplxubx71w0gy/Session%203%20Feb%2019%20-%20GMT20210219-140523_Special-We_3240x2160.mp4?dl=0">https://www.dropbox.com/s/enplxubx71w0gy/Session%203%20Feb%2019%20-%20GMT20210219-140523_Special-We_3240x2160.mp4?dl=0</a></p> <p><b>A..Fishbach : Lessons from the Science of Motivation</b></p> <p><a href="https://youtu.be/gXkBMZVUhad">https://youtu.be/gXkBMZVUhad</a></p> <p><b>A.Sussman: Money 2.0: Why We Bust Our Budgets (Hidden Brain Podcast)</b></p> <p><a href="https://hiddenbrain.org/podcast/money-2-0-why-we-bust-our-budgets/">https://hiddenbrain.org/podcast/money-2-0-why-we-bust-our-budgets/</a></p>	<p>Supriya Syal**</p> <p>Salim Lahmiri*</p>
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<p>Session 4. September 27<sup>th</sup></p>	<p><b>Cue-induced/Goal-directed Decision Making and Contexts: Gene and Brain Dopamine System as Adaptive Human G*E Learning and Behavior Interface; Machine Reinforcement Learning</b></p> <p><a href="https://www.dropbox.com/sh/0nvuj81dve6qafg/AAC2XcYoLvnc7Ekvwxc7Nmya?dl=0">https://www.dropbox.com/sh/0nvuj81dve6qafg/AAC2XcYoLvnc7Ekvwxc7Nmya?dl=0</a></p> <p>Corbetta M, Shulman GL. Control of goal-directed and stimulus-driven attention in the brain. <i>Nature reviews neuroscience</i>. 2002 Mar;3(3):201.</p> <p>Decker JH, Otto AR, Daw ND, Hartley CA. From creatures of habit to goal-directed learners: tracking the developmental emergence of model-based reinforcement learning. <i>Psychological science</i>. 2016 Jun;27(6):848-58.</p> <p>Anselme P. Dopamine, motivation, and the evolutionary significance of gambling-like behaviour. <i>Behavioural brain research</i>. 2013 Nov 1;256:1-4. <a href="https://www.sciencedirect.com/science/article/pii/S0166432813004385">https://www.sciencedirect.com/science/article/pii/S0166432813004385</a></p> <p>Kitayama, S., King, A., Hsu, M., Liberzon, I., &amp; Yoon, C. (2016). Dopamine-system genes and cultural acquisition: the norm sensitivity hypothesis. <i>Current opinion in psychology</i>, 8, 167-174.</p> <p>Cox, S. M., Frank, M. J., Larcher, K., Fellows, L. K., Clark, C. A., Leyton, M., &amp; Dagher, A. (2015). Striatal D1 and D2 signaling differentially predict learning from positive and negative outcomes. <i>Neuroimage</i>, 109, 95-101. <a href="https://doi.org/10.1016/j.neuroimage.2014.12.070">https://doi.org/10.1016/j.neuroimage.2014.12.070</a></p> <p>Lupu, A., Durand, A., &amp; Precup, D. (2019, July). Leveraging observations in bandits: Between risks and benefits. In <i>Proceedings of the AAAI Conference on Artificial Intelligence</i> (Vol. 33, No. 01, pp. 6112-6119).</p> <p>Miao, S., &amp; Wang, Y. (2021). Network Revenue Management with Nonparametric Demand Learning: <math>\sqrt{T}</math>-regret and Polynomial Dimension Dependency. Available at SSRN 3948140.</p> <p>Miao, S., Wang, Y., &amp; Zhang, J. (2021). A general framework for resource constrained revenue management with demand learning and large action space. NYU Stern School of Business Forthcoming.</p> <p>Lei, Y. M., Miao, S., &amp; Momot, R. (2020). Privacy-preserving personalized revenue management. HEC Paris Research Paper No. MOSI-2020-1391.</p> <p>Hamilton, R., Thompson, D., Bone, S., Chaplin, L. N., Griskevicius, V., Goldsmith, K., ... &amp; Zhu, M. (2019). The effects of scarcity on consumer decision journeys. <i>Journal of the Academy of Marketing Science</i>, 47(3), 532-550.</p> <p>Goldsmith, K., Roux, C., &amp; Wilson, A. V. (2020). Can thoughts of having less ever promote prosocial preferences? The relationship between scarcity, construal level, and sustainable product adoption. <i>Journal of the Association for Consumer Research</i>, 5(1), 70-82.</p> <p><a href="#">NSC</a> <a href="#">MNGT</a></p>	<p>Patricia Silveira*</p> <p>Audrey Durand**</p> <p>Sentao Miao*</p> <p>Caroline Roux*</p>
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	<p><b><u>Background BtS Webinars</u></b></p> <p><b>K. Sheldon: Unconscious and Conscious Goals and Psychological Process of Choice and Learning Along the Lifecourse</b></p> <p><a href="https://www.mcgill.ca/desautels/files/desautels/mcche_bts-ken_sheldon_seminar-poster_panel.pdf">https://www.mcgill.ca/desautels/files/desautels/mcche_bts-ken_sheldon_seminar-poster_panel.pdf</a></p> <p><a href="https://youtu.be/32MrAjb73x0">https://youtu.be/32MrAjb73x0</a></p> <p><b>D. L. Schacter : Adaptive Constructive Processes in Memory, Imagination, and Creativity</b></p> <p><a href="https://youtu.be/1BEVe65W0io">https://youtu.be/1BEVe65W0io</a></p> <p><b>J. Guibord : Investing in a Changing World: Transitioning from Traditional to Sustainable Investments (Delve Podcast)</b></p> <p><a href="https://delve.mcgill.ca/watch/investing-in-a-changing-world-transitioning-from-traditional-to-sustainable-investments-video/">https://delve.mcgill.ca/watch/investing-in-a-changing-world-transitioning-from-traditional-to-sustainable-investments-video/</a></p>	
<p>Session 5. October 4</p>	<p><b>Social &amp; Cultural Processes/Narratives and Neurobiological Correlates, Networks and Outcomes (Including Neuroforecasting)</b></p> <p><b><u>Translational Papers</u></b></p> <p><a href="https://www.dropbox.com/sh/qz6xzgrbc9hzd99/AADE0iNn42qNGRcuxO_RjN-Xa?dl=0">https://www.dropbox.com/sh/qz6xzgrbc9hzd99/AADE0iNn42qNGRcuxO_RjN-Xa?dl=0</a></p> <p>Thompson, S. H., Falk, E. B., Bassett, D.S. and Vettel, J.M. (2019). Using neuroimaging to predict behavior: An overview with a focus on the moderating role of socio-cultural context, <i>Social-Behavioral Modeling for Complex Systems</i>, 205-230</p> <p>Knutson, B., &amp; Genevsky, A. (2018). Neuroforecasting aggregate choice. <i>Current Directions in Psychological Science</i>, 27(2), 110-115.</p> <p>Doré, B. P., Scholz, C., Baek, E. C., &amp; Falk, E. B. (2020). Health news sharing is reflected in distributed reward-related brain activity. <i>Social cognitive and affective neuroscience</i>, 15(10), 1111-1119.</p> <p>Scholz, C., Doré, B. P., Cooper, N., &amp; Falk, E. B. (2019). Neural valuation of antidrinking campaigns and risky peer influence in daily life. <i>Health psychology</i>, 38(7), 658.</p> <p>Doré, B. P., &amp; Morris, R. R. (2018). Linguistic Synchrony Predicts the Immediate and Lasting Impact of Text-Based Emotional Support. <i>Psychological science</i>, 29(10), 1716-1723.</p> <p>Gullifer, J. W., &amp; Titone, D. (2021). Bilingualism: A neurocognitive exercise in managing uncertainty. <i>Neurobiology of Language</i>, 2(4), 464-486.</p> <p>Vingron, N., Furlani, N., Mendelson, O., &amp; Titone, D. (2022). I see what you mean: Semantic but not lexical factors modulate image processing in bilingual adults. <i>Memory &amp; Cognition</i>, 50(2), 245-260.</p>	<p>Bruce Dore*</p> <p>Debra Titone**</p> <p>Tirtha Dhar*</p> <p>Luiza M. Ugarte*</p>

	<p>Shiller, Robert J. "Narrative economics." <i>American economic review</i> 107.4 (2017): 967-1004.</p> <p>Ding, X., Liu, T., Duan, J., &amp; Nie, J. Y. (2015, January). Mining User Consumption Intention from Social Media Using Domain Adaptive Convolutional Neural Network. In AAAI (Vol. 15, pp. 2389-2395).</p> <p>Archak, N., Ghose, A., &amp; Ipeirotis, P. G. (2011). Deriving the Pricing Power of Product Features by Mining Consumer Reviews. <i>Management Science</i>, 57(8), 1485–1509. <a href="http://www.ipeirotis.com/wp-content/uploads/2012/01/mgsci2011.pdf">http://www.ipeirotis.com/wp-content/uploads/2012/01/mgsci2011.pdf</a></p> <p>Shiller, R. J. (2020). Popular economic narratives advancing the longest US expansion 2009–2019. <i>Journal of policy modeling</i>, 42(4), 791-798.</p> <p>Garcia-Herranz, M., Moro, E., Cebrian, M., Christakis, N. A., &amp; Fowler, J. H. (2014). Using friends as sensors to detect global-scale contagious outbreaks. <i>PloS one</i>, 9(4), e92413. <a href="https://doi.org/10.1371/journal.pone.0092413">https://doi.org/10.1371/journal.pone.0092413</a></p> <p>Chan, H. Y., Boksem, M., &amp; Smidts, A. (2018). Neural profiling of brands: Mapping brand image in consumers' brains with visual templates. <i>Journal of Marketing Research</i>, 55(4), 600-615.</p> <p>Berger, J., &amp; Milkman, K. L. (2012). What Makes Online Content Viral? <i>Journal of Marketing Research</i>, 49(2), 192–205.</p> <p>Hassler, T.Ullrich, J.... &amp; M. Ugarte, L. (2020). A large scale test of the link between intergroup contact and support for social change. <i>Nature Human Behavior</i>, 4 (April), 380-386.</p> <p>Cohen, M. C., Fiszer, M. D., Ratzon, A. &amp; Sasson, R. (2019), Incentivizing Commuters to Carpool: A Large Field Experiment with Waze, Working Paper, Desautels Faculty of Management, McGill University</p> <p>Qi, W. (2015) Design and Management of Network Energy and Logistic Systems, University of California Berkley</p> <p><a href="#">NSC</a> <a href="#">MNGT</a></p> <p><b><u>Background BtS Webinars</u></b></p> <p><b>R. Baumeister : Human as cultural animal</b></p> <p><a href="https://www.mcgill.ca/desautels/files/desautels/mcche-precision-convergence-roy-baumeister-2021-08-24.pdf">https://www.mcgill.ca/desautels/files/desautels/mcche-precision-convergence-roy-baumeister-2021-08-24.pdf</a> <a href="https://youtu.be/HCxT1yvckbl">https://youtu.be/HCxT1yvckbl</a></p> <p><b>C. Honey and S. Ghallagher: Multiscale brain and cultural processes in lifelong narrative</b></p> <p><a href="https://www.dropbox.com/s/76s9xz41yh0o387/Session%206%20Feb%2026%20-%20GMT20210226-141435_Special-We_1920x1080.mp4?dl=0">https://www.dropbox.com/s/76s9xz41yh0o387/Session%206%20Feb%2026%20-%20GMT20210226-141435_Special-We_1920x1080.mp4?dl=0</a></p>	
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	<p><b>M. Marathe : Contagions Over Multiplex Networks: The Role of AI And Computing</b>  <a href="https://youtu.be/MgPq_WWSHPM">https://youtu.be/MgPq_WWSHPM</a></p>	
October 11. Fall Break		
Session 6. October 18 <sup>th</sup>	<p><b>Multiscale Causal /Learning Pathways, Coordination Dynamics and Agency in Human, Animal and Machine Decision Making and Behavior</b></p> <p><b><u>Translational Papers</u></b></p> <p><a href="https://www.dropbox.com/sh/fx3uw8xrjkd5q/AAC5ablDGSXYgmfIMkc7XWA0a?dl=0">https://www.dropbox.com/sh/fx3uw8xrjkd5q/AAC5ablDGSXYgmfIMkc7XWA0a?dl=0</a></p> <p>Turing, A. M. (1950). Computing machinery and intelligence, <i>Mind</i>, 238, 1-34</p> <p>Lake, B.M., Ullman, T.D.Tenenbaum, J. B., &amp; Gershman, S.J. (2017), Building machine that learn and think like people. <i>Behavioral and Brain Sciences</i>, 1-73.</p> <p>Jackson, E. C., &amp; Daley, M. (2019, July). Novelty search for deep reinforcement learning policy network weights by action sequence edit metric distance. In <i>Proceedings of the Genetic and Evolutionary Computation Conference Companion</i> (pp. 173-174).</p> <p>Bzdok, D., &amp; Ioannidis, J. P. (2019). Exploration, inference, and prediction in neuroscience and biomedicine. <i>Trends in neurosciences</i>, 42(4), 251-262.</p> <p>Ross, L. N. (2018). Explanation in Contexts of Causal Complexity: Lessons from Psychiatric Genetics. <i>Philosophy of Science Association Conference</i>.</p> <p>Richards, B., Tsao, D., &amp; Zador, A. (2022). The application of artificial intelligence to biology and neuroscience. <i>Cell</i>, 185(15), 2640-2643.</p> <p>Richards, B. A., &amp; Lillicrap, T. P. (2022). The Brain-Computer Metaphor Debate Is Useless: A Matter of Semantics. <i>Frontiers Comput. Sci.</i>, 4, 810358.</p> <p>Richards, B. A., Lillicrap, T. P., Beaudoin, P., Bengio, Y., Bogacz, R., Christensen, A., ... &amp; Kording, K. P. (2019). A deep learning framework for neuroscience. <i>Nature Neuroscience</i>, 22(11), 1761-1770.</p> <p>McIntosh, A. R. &amp; Jirsa, V. The hidden repertoire of brain dynamics and dysfunction, <i>Network Neuroscience</i>, 3(4), 994-1008</p> <p>Zhou, D. Lynn, C.W...D. S. Bassett, Efficient coding in the economics of human brain connectomics, <i>Network Neuroscience</i>, 6 (1), 234-274.</p> <p>Kriston, K. (2010). The free energy principle: A unified brain theory? <i>Nature Reviews Neuroscience</i>, 11, 127-138.</p> <p>Badcock, P. B., Ramstead, M. J., Sheikhabaee, Z., &amp; Constant, A. (2022). Applying the Free Energy Principle to Complex Adaptive Systems. <i>Entropy</i>, 24(5), 689.</p> <p>Kelso, J.A. S. (2016). On the self-organizing origins of agency, <i>Trends in Cognitive Sciences</i>, 20 (7), 490-499</p>	<p>Mark Daley*</p> <p>Blake Richard*</p> <p>Doina Precup**</p> <p>Maxwell Ramstead**</p>

	<p>Bengio, E., Pineau, J., &amp; Precup, D. (2020, November). Interference and generalization in temporal difference learning. In <i>International Conference on Machine Learning</i>(pp. 767-777). PMLR.</p> <p>Westley, F. R. Tjornbo, O. Schultz...Bodin, O. (2013). A theory of transformative agency in linked socio-ecological systems, <i>Ecology and Society</i>, 18 (3), 27.</p> <p>Grieves, M. &amp; Vickers, J. (2017). Digital twin: Mitigating unpredictable, undesirable emergent behavior in complex systems, in <i>Transdisciplinary Perspectives on Complex Systems</i>, Kahlen, F. J., Flumerfeld, S., and Alves, Ed. Springer, 2-30.</p> <p>Bahrami, F., Shahmoradi, B., Noori, J. et al (2021). Economic complexity and the dynamics of regional competitiveness: A systematic Review, <i>Competitiveness Review: An International Business Journal</i>, 1-34.</p> <p>Qi, W., Liu, J. &amp; Christofides (2012). Hierarchical coordinate control of plug-in electric vehicles charging in multifamily dwellings, <i>IEEE Transaction on Smart Grid</i> , 5(3), 1465-1474.</p> <p>Qi, W. Distributed supervisory predictive control of distributed wind and solar energy systems, <i>IEEE Transactions on Control Systems Technology</i>, 21 (2), 504-512</p> <p><a href="#">NSC</a> <a href="#">MNGT</a></p> <p><b><u>Background BtS Webinars</u></b></p> <p><u>L. Ross: Distinction Among Causation In Neuroscience and Biology: A Theoretical Framework to Support Smart Science for Real-World Transformation</u></p> <p><a href="https://youtu.be/UsRZKOweY7M">https://youtu.be/UsRZKOweY7M</a></p> <p><u>S. Kelso: Understanding Complex Systems for Real-World Transformation: Multiscale Coordination Dynamics</u></p> <p><a href="https://youtu.be/vI2opRmunrY">https://youtu.be/vI2opRmunrY</a></p> <p><u>K. Friston: Self-Evidencing for Individual and Collective Agency:</u></p> <p><a href="https://youtu.be/NpdEuwZT6ow">https://youtu.be/NpdEuwZT6ow</a></p>	
<p>Session 7. October 25th</p>	<p><b>Experience, Engagement, Affects, Emotions and Stress Behavior 1:</b> Experience Quality Design and Monitoring in Dynamic Physical and Digital Contexts; Sequential AI Learning Model (surveillance/logistic/transportation)</p> <p><b>Translational Papers</b></p> <p><a href="https://www.dropbox.com/sh/vu6p47bmcriuvaa/AABjJrBCxjO4NSoPogQnlZ3wa?dl=0">https://www.dropbox.com/sh/vu6p47bmcriuvaa/AABjJrBCxjO4NSoPogQnlZ3wa?dl=0</a></p> <p>Hertwig, R. &amp; Erev, I. (2009). The description-experience gap in risky choice. <i>Trends in Cognitive Sciences</i>, 517-523.</p>	<p>Tiago Falk**</p> <p>Laurent Charlin**</p> <p>Javad Nasiry*</p> <p>Patrick Augustin*</p>

	<p>Pimentel, A., Tiwari, A., &amp; Falk, T. H. (2021). Human mental state monitoring in the wild: Are we better off with deeper neural networks or improved input features?. <i>CMBES Proceedings</i>, 44.</p> <p>Cassani, R. Moindreau, M.A., Falk, T. H. (2018). A neurophysiological sensor-equipped head-mounted display for instrumental QoE assessment for immersive multimedia. 10<sup>th</sup> International Conference on Quality of Multimedia Experience (QoMEX), IEEE.</p> <p>Albuquerque, I., Monteiro, J., Falk, T. H., Pavlovic, V., Ephrem, F., &amp; Lucaci, D. (2018, May). Multimodal Assessment of Human Innovation Perception Based on Eye Tracking, Electroencephalography and Electrocardiography. In 2018 IEEE Canadian Conference</p> <p>Trambaiolli, L. R., Tiwari, A., &amp; Falk, T. H. (2021). Affective neurofeedback under naturalistic conditions: a mini-review of current achievements and open challenges. <i>Frontiers in Neuroergonomics</i>, 2, 15.</p> <p>Obrist M, Ranasinghe N, Spence C. Special issue: Multisensory human-computer interaction. <i>International Journal of Human-Computer Studies</i>. 2017 Nov 1. <a href="http://sro.sussex.ac.uk/74151/">http://sro.sussex.ac.uk/74151/</a></p> <p>Deroy O, Spence C, Noppeney U. Metacognition in multisensory perception. <i>Trends in cognitive sciences</i>. 2016 Oct 1;20(10):736-47. <a href="https://www.sciencedirect.com/science/article/pii/S1364661316301231">https://www.sciencedirect.com/science/article/pii/S1364661316301231</a></p> <p>Petzschner, F. H., Garfinkel, S. N., Paulus, M. P., Koch, C., &amp; Khalsa, S. S. (2021). Computational models of interoception and body regulation. <i>Trends in neurosciences</i>, 44(1), 63-76.</p> <p>Boksem, M. A., &amp; Smidts, A. (2015). Brain responses to movie trailers predict individual preferences for movies and their population-wide commercial success. <i>Journal of Marketing Research</i>, 52(4), 482-492.</p> <p>Milosavljevic, M., &amp; Cerf, M. (2008). First attention then intention: Insights from computational neuroscience of vision. <i>International Journal of advertising</i>, 27(3), 381-398. <a href="http://www.tandfonline.com/doi/abs/10.2501/S0265048708080037">http://www.tandfonline.com/doi/abs/10.2501/S0265048708080037</a></p> <p>Rodríguez, P., Caccia, M., Lacoste, A., Zamparo, L., Laradji, I., Charlin, L., &amp; Vazquez, D. (2021). Beyond trivial counterfactual explanations with diverse valuable explanations. In <i>Proceedings of the IEEE/CVF International Conference on Computer Vision</i> (pp. 1056-1065).</p> <p>Lu, Y., Dong, Y., &amp; Charlin, L. (2020). Multi-XScience: A large-scale dataset for extreme multi-document summarization of scientific articles. arXiv preprint arXiv:2010.14235.</p> <p>Caccia, M., Rodriguez, P., Ostapenko, O., Normandin, F., Lin, M., Caccia, L., ... &amp; Charlin, L. (2020). Online fast adaptation and knowledge accumulation: a new approach to continual learning.</p> <p>Elmasri, M., Labbe, A., Larocque, D., &amp; Charlin, L. (2020). Predictive inference for travel time on transportation networks.</p>	
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	<p>Jafari Songhori, M., &amp; Nasiry, J. (2020). Organizational structure, subsystem interaction pattern, and misalignments in complex NPD projects. <i>Production and operations management</i>, 29(1), 214-231.</p> <p>Hu, Z., &amp; Nasiry, J. (2018). Are markets with loss-averse consumers more sensitive to losses?. <i>Management Science</i>, 64(3), 1384-1395.</p> <p>Long, X., Nasiry, J., &amp; Wu, Y. (2020). A behavioral study on abandonment decisions in multistage projects. <i>Management Science</i>, 66(5), 1999-2016.</p> <p>Augustin, P., &amp; Tédongap, R. (2021). Disappointment aversion, term structure, and predictability puzzles in bond markets. <i>Management Science</i>, 67(10), 6266-6293</p> <p><a href="#">NSC</a> <a href="#">MNGT</a></p> <p><b><u>Background BtS Webinars</u></b></p> <p><b>M. Castelhana: Cognitive Psychology of Holistic and Dynamic Object, Person, Scene and Event Perception and Memory</b></p> <p><a href="https://www.mcgill.ca/desautels/files/desautels/bts-mcastelhana-2020-07-15.pdf">https://www.mcgill.ca/desautels/files/desautels/bts-mcastelhana-2020-07-15.pdf</a> <a href="https://youtu.be/n1Rc0cDA0Ew">https://youtu.be/n1Rc0cDA0Ew</a></p> <p><b>D. K. Panda : Scalable Distributed Deep/Machine Learning: Challenges and Opportunities in Handling Societal Problems</b></p> <p><a href="https://www.dropbox.com/s/j1j2m8zuqwd2glb/GMT20220407-144647_Recording_1920x1080_Trim.mp4?dl=0">https://www.dropbox.com/s/j1j2m8zuqwd2glb/GMT20220407-144647_Recording_1920x1080_Trim.mp4?dl=0</a></p> <p><b>J. Nasiry: New Normal: How Fast Fashion Can Slow Down and Go Green (Delve Podcast)</b></p> <p><a href="https://delve.mcgill.ca/listen/new-normal-how-fast-fashion-can-slow-down-and-go-green-with-javad-nasiry/">https://delve.mcgill.ca/listen/new-normal-how-fast-fashion-can-slow-down-and-go-green-with-javad-nasiry/</a></p>	
<p>Session 8. November 1st</p>	<p><b>Embodied, situated and mindful decision making 1 (Dynamic interplay between biological (gene and brain) and social (SES, familial interpersonal, community, culture) processes impacting short term/long term outcomes ; implementation science for support to lifelong adaptive choice and behavior)</b></p> <p><b><u>Translational Papers</u></b></p> <p><a href="https://www.dropbox.com/sh/o36jf22j1fumwfy/AAAQjaSelZ0hvc2c9IHBx1wNa?dl=0">https://www.dropbox.com/sh/o36jf22j1fumwfy/AAAQjaSelZ0hvc2c9IHBx1wNa?dl=0</a></p> <p>Battaglia, D., Boudou, T....Jirsa, V. (2020). Dynamic functional connectivity between order and randomness and its evolution across the adult lifespan, <i>NeuroImage</i>, 222, 117-156</p> <p>Tooley, U., Basset, D.S., Mackey, A. (2021). Environmental influences on the pace of brain development, <i>Nature</i>, 22, 372-384.</p> <p>Bethlehem, R. A., Seidlitz, J., White, S. R., Vogel, J. W., Anderson, K. M., Adamson, C., ... &amp; Sharp, D. (2021). Brain charts for the human lifespan. <i>bioRxiv</i>.</p>	<p>J. Miguel Cisneros-Franco*</p> <p>Patricia Silveira*</p> <p>David Ma*</p> <p>Christina Wolfson*</p>



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	<p><b>O. Blanke and T.K. Hensch: Perception, Agency and Bodily Identity in Real-World and Virtual Context</b></p> <p><a href="https://www.dropbox.com/s/zzdtixwjozu5wmj/Session%202%20Feb%2017%20-%20GMT20210217-141058_Special-We_3440x1440.mp4?dl=0">https://www.dropbox.com/s/zzdtixwjozu5wmj/Session%202%20Feb%2017%20-%20GMT20210217-141058_Special-We_3440x1440.mp4?dl=0</a></p> <p><b>D. Small: Bridging Mind and Metabolism</b></p> <p><a href="https://www.mcgill.ca/desautels/files/desautels/mcche-bts-dana-small-2020-oct-28.pdf">https://www.mcgill.ca/desautels/files/desautels/mcche-bts-dana-small-2020-oct-28.pdf</a>  <a href="https://youtu.be/2wpG859j5d0">https://youtu.be/2wpG859j5d0</a></p> <p><b>G. Dumas : Computational Psychiatry/Psychology Across Scale : From Gene in Evolution to Brain in Interaction</b></p> <p><a href="https://www.mcgill.ca/desautels/files/desautels/bts-guillaume-dumas-june-16-2021.pdf">https://www.mcgill.ca/desautels/files/desautels/bts-guillaume-dumas-june-16-2021.pdf</a>  <a href="https://youtu.be/8zi6KoA8wS4">https://youtu.be/8zi6KoA8wS4</a></p>	
<p>Session 9. Nov 8th</p>	<p><b>Prospective Decision Making 1</b> (Brain Default Network, Lifecourse neurobiology and psychology of the self, default network, interpersonal processes and social isolation)</p> <p><b><u>Translational Papers</u></b></p> <p><a href="https://www.dropbox.com/sh/i7gk7lvqaxupupo/AABMmW2dzY1CY-IYgS9-nTYza?dl=0">https://www.dropbox.com/sh/i7gk7lvqaxupupo/AABMmW2dzY1CY-IYgS9-nTYza?dl=0</a></p> <p>Andrews-Hanna, J. R., Smallwood, J. &amp; Spreng, R.N. (2014). The default network and self-generated thought: Component process, dynamic control, and clinical relevance, <i>Annals of the New York Academy of Sciences</i>, 1316 (1), 29.</p> <p>Spreng R. N. &amp; Turner, G. R. (2021). From exploration to exploitation: A shifting mental mode in late life development, <i>Trends in Cognitive Sciences</i>, 25, 12, 1058-107</p> <p>Spreng R. N., Dimas, E., Mwilambwe-Tshilobo, L.&amp; D. Bzdok (2020), The default network of the human brain is associated with perceived social isolation, <i>Nature Communication</i>, 11, 1-11</p> <p>Mwilambwe-Tshilobo, L. Ge, T. Chong, M...&amp; Spreng, R. N. (2019). Loneliness and meaning in life are reflected in the intrinsic network architecture of the brain, <i>Social and Cognitive Neuroscience</i>, 423-433</p> <p>Bartz, J. A., &amp; Tchalova, K. (2021). Probing the Opioidergic Basis of Attachment (In) security. <i>Biological Psychiatry: Cognitive Neuroscience and Neuroimaging</i>, 6(3), 256-258.</p> <p>Bartz, J. A., Nitschke, J. P., Krol, S. A., &amp; Tellier, P. P. (2019). Oxytocin selectively improves empathic accuracy: a replication in men and novel insights in women. <i>Biological Psychiatry: Cognitive Neuroscience and Neuroimaging</i>, 4(12), 1042-1048.</p> <p>Sheldon, S., &amp; Donahue, J. (2017). More than a feeling: Emotional cues impact the access and experience of autobiographical memories. <i>Memory &amp; cognition</i>, 45(5), 731-744.  <a href="https://link.springer.com/content/pdf/10.3758%2Fs13421-017-0691-6.pdf">https://link.springer.com/content/pdf/10.3758%2Fs13421-017-0691-6.pdf</a></p>	<p>Nathan Spreng*</p> <p>Jennifer Bartz**</p> <p>Frédéric L. Philippe**</p> <p>Catherine Paquet*</p>

	<p>Krol, S. A., &amp; Bartz, J. A. (2021). The self and empathy: Lacking a clear and stable sense of self undermines empathy and helping behavior. <i>Emotion</i>.</p> <p>Philippe, F. L., &amp; Bernard-Desrosiers, L. (2017). The odyssey of episodic memories: Identifying the paths and processes through which they contribute to well-being. <i>Journal of personality</i>, 85(4), 518-529.</p> <p>Adler, J. M., Lodi-Smith, J., Philippe, F. L., &amp; Houle, I. (2016). The incremental validity of narrative identity in predicting well-being: A review of the field and recommendations for the future. <i>Personality and Social Psychology Review</i>, 20(2), 142-175.</p> <p>Spreng, R. N., Ebner, N. C., Levin, B. E., Turner, G.R. Aging and financial exploitation risk, in <i>Aging and Money</i>, 2<sup>nd</sup> Ed, R. M. Factora, Springer</p> <p>Ersner-Hershfield, H., Wimmer, G. E., &amp; Knutson, B. (2008). Saving for the future self: Neural measures of future self-continuity predict temporal discounting. <i>Social cognitive and affective neuroscience</i>, 4(1), 85-92</p> <p>Paquet, C., Portella, A. K., Moore, S., Ma, Y., Dagher, A., Meaney, M. J., ... &amp; Dube, L. (2021). Dopamine D4 receptor gene polymorphism (DRD4 VNTR) moderates real-world behavioural response to the food retail environment in children. <i>BMC public health</i>, 2</p> <p>Paquet, C. Whitehead, J. C...&amp; Dube, L. (2022). Advancing social prescription design to bridge scientific and real-world knowledge for impact: The case of social isolation and loneliness in older Adults. <i>Manuscript under review</i>.</p> <p><a href="#">NSC</a> <a href="#">MNGT</a></p> <p><b><u>Background BtS Webinars</u></b></p> <p><b>D. Addis Rose and F. De Brigard: Temporal aspects of decision making: Neuroimaging</b></p> <p><a href="https://www.dropbox.com/s/xqebe7sarvnsiuy/210902_ADDIS_HBHL_Session%203_Feb%2019%2C%20POSTER_PDF.pdf?dl=0">https://www.dropbox.com/s/xqebe7sarvnsiuy/210902_ADDIS_HBHL_Session%203_Feb%2019%2C%20POSTER_PDF.pdf?dl=0</a> <a href="https://www.dropbox.com/s/enplxfubx71w0gy/Session%203%20Feb%2019%20-%20GMT20210219-140523_Special-We_3240x2160.mp4?dl=0">https://www.dropbox.com/s/enplxfubx71w0gy/Session%203%20Feb%2019%20-%20GMT20210219-140523_Special-We_3240x2160.mp4?dl=0</a></p> <p><b>M. Meyer and N. Ebner: Temporal aspects of decision making: Laboratory and Real-World Behavior</b></p> <p><a href="https://www.dropbox.com/s/pp9z0lposcvctih/Session%205%20Feb%2024GMT20210224-141958_Special-We_2560x1440.mp4?dl=0">https://www.dropbox.com/s/pp9z0lposcvctih/Session%205%20Feb%2024GMT20210224-141958_Special-We_2560x1440.mp4?dl=0</a></p> <p><b>D. Bzdok: The human brain and social isolation</b></p> <p><a href="https://www.mcgill.ca/desautels/files/desautels/bts-bzdok-seminar-poster-june-25-2020.pdf">https://www.mcgill.ca/desautels/files/desautels/bts-bzdok-seminar-poster-june-25-2020.pdf</a> <a href="https://youtu.be/8uCPrUrx_ds">https://youtu.be/8uCPrUrx_ds</a></p>	
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<p>Session 10. <b>November 15</b></p>	<p><b>Experience, Engagement, Affects, Emotions and Stress Behavior 2:</b> Experience Quality Design and Monitoring in Dynamic Physical and Digital Contexts (surveillance/logistic/transportation)</p> <p><b><u>Translational Papers</u></b></p> <p><a href="https://www.dropbox.com/sh/8frgfjphs246qul/AADtvxaxILj0ZFpCXM35Qi4va?dl=0">https://www.dropbox.com/sh/8frgfjphs246qul/AADtvxaxILj0ZFpCXM35Qi4va?dl=0</a></p> <p>Armony, J. L. (2015). Searching for the one and many emotional brain: Comment on “the quartet theory of human emotions: An integrated and neurofunctional model”, <i>Physic Life Review</i>, 13: 31-2</p> <p>Corbolan, F. Beaulieu, S. Armony, J. L. Emotion regulation in bipolar disorder: an fMRI study, <i>Psychology Medicine</i>, 45-12, 2521-31</p> <p>Ali, N., Nitschke, J. P., Cooperman, C., Baldwin, M. W., &amp; Pruessner, J. C. (2020). Systematic manipulations of the biological stress systems result in sex-specific compensatory stress responses and negative mood outcomes. <i>Neuropsychopharmacology</i>, 45(10)</p> <p>Wilson-Mendenhall, C. D., Barrett, L. F., &amp; Barsalou, L. W. (2013). Situating emotional experience. <i>Frontiers in human neuroscience</i>, 7, 764. <a href="https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3840899/">https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3840899/</a></p> <p>Duncan, L. R., Bertoli, M. C., Latimer-Cheung, A. E., Rivers, S. E., Brackett, M. A., &amp; Salovey, P. (2013). Mapping the protective pathway of emotional intelligence in youth: From social cognition to smoking intentions. <i>Personality and individual differences</i>, 54(4), 542-544. <a href="https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3607544/">https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3607544/</a></p> <p>Li, Q., Gkoumas, D., Sordoni, A., Nie, J. Y., &amp; Melucci, M. (2021, May). Quantum-inspired neural network for conversational emotion recognition. In <i>Proceedings of the AAAI Conference on Artificial Intelligence</i> (Vol. 35, No. 15, pp. 13270-13278).</p> <p>Dube, L. Armony, J. Whitehead, J.C., &amp; Nie, J. Y (2022). Development of real time surveillance method for mental health risk: A deep learning model for suicide prevention, Society for Neuroeconomic Conference</p> <p>Cohen, M. C., Fiszer, M. D., &amp; Kim, B. J. (2018). Frustration-based promotions: Field experiments in ride-sharing. <i>Management Science</i>.</p> <p><a href="#">NSC</a> <a href="#">MNGT</a></p> <p><b><u>Background BtS Webinars</u></b></p> <p><b>J. Smallwood: Neural correlates of ongoing conscious thought and experience</b></p> <p><a href="https://www.mcgill.ca/desautels/files/desautels/mcche-bts-2021-july-21.pdf">https://www.mcgill.ca/desautels/files/desautels/mcche-bts-2021-july-21.pdf</a> <a href="https://youtu.be/cvKcrvGdENk">https://youtu.be/cvKcrvGdENk</a></p> <p><b>P. Augustin: New Normal: COVID-19, Ethics, and Stock Tips with Patrick Augustin (Delve)</b></p>	<p>Jorge Armony*</p> <p>Jian Yun Nie*</p> <p>M. Cohen**</p>
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	<p><a href="https://delve.mcgill.ca/listen/new-normal-covid-19-ethics-and-stock-tips-with-patrick-augustin/">https://delve.mcgill.ca/listen/new-normal-covid-19-ethics-and-stock-tips-with-patrick-augustin/</a></p> <p><b>G. Lanzola: Patterns of convergence and divergence within the US Financial Service Sector</b></p> <p><a href="https://www.youtube.com/watch?v=k7zU478WACM">https://www.youtube.com/watch?v=k7zU478WACM</a></p>	
<p>Session 11. November 22th</p>	<p><b>Sensory Processing and Embodied Decision making 2:</b> Physical, Cultural and Digital Affordances Design and Monitoring texts (Metaverse)</p> <p><b><u>Translational Papers</u></b></p> <p><a href="https://www.dropbox.com/sh/bb5aau79s8v78dz/AAB9BLIEg6D-e2jOdXAIuI7Ua?dl=0">https://www.dropbox.com/sh/bb5aau79s8v78dz/AAB9BLIEg6D-e2jOdXAIuI7Ua?dl=0</a></p> <p>Cisek, P., &amp; Pastor-Bernier, A. (2014). On the challenges and mechanisms of embodied decisions. <i>Phil. Trans. R. Soc. B</i>, 369(1655), 20130479.</p> <p>Cisek, P., Puskas, G.A. and El-Murr P Decisions in changing conditions: the urgency-gating model. <i>Journal of Neuroscience</i>, 29(37), 11560-11571.</p> <p>Yau, Y., Dadar, M., Taylor, M., Zeighami, Y., Fellows, L. K., Cisek, P., &amp; Dagher, A. (2020). Neural correlates of evidence and urgency during human perceptual decision-making in dynamically changing conditions. <i>Cerebral Cortex</i>, 30(10), 5471-5483.</p> <p>Sawe, N., &amp; Knutson, B. (2015). Neural valuation of environmental resources. <i>Neuroimage</i>, 122, 87-95. <a href="http://www.sciencedirect.com/science/article/pii/S1053811915007193">http://www.sciencedirect.com/science/article/pii/S1053811915007193</a></p> <p>Körding, K. P., &amp; Wolpert, D. M. (2006). Bayesian decision theory in sensorimotor control. <i>Trends in cognitive sciences</i>, 10(7), 319-326. <a href="http://www.sciencedirect.com/science/article/pii/S1364661306001276">http://www.sciencedirect.com/science/article/pii/S1364661306001276</a></p> <p>Pezzulo, G., Barsalou, L. W., Cangelosi, A., Fischer, M. H., McRae, K., &amp; Spivey, M. (2013). Computational grounded cognition: a new alliance between grounded cognition and computational modeling. <i>Frontiers in psychology</i>, 3, 612. <a href="https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3551279/">https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3551279/</a></p> <p>Pezzulo, G., &amp; Cisek, P. (2016). Navigating the affordance landscape: feedback control as a process model of behavior and cognition. <i>Trends in cognitive sciences</i>, 20(6), 414-424.</p> <p>Ramstead, M. J., Veissière, S. P., &amp; Kirmayer, L. J. (2016). Cultural affordances: Scaffolding local worlds through shared intentionality and regimes of attention. <i>Frontiers in psychology</i>, 7, 1090.</p> <p>Faraj, S., &amp; Azad, B. (2012). The materiality of technology: An affordance perspective. <i>Materiality and organizing: Social interaction in a technological world</i>, 237-258. <a href="http://www.academia.edu/download/33089519/12-Samer_Faraj_and_Bijan_Azad-Corrected_Proof.pdf">http://www.academia.edu/download/33089519/12-Samer Faraj and Bijan Azad-Corrected_Proof.pdf</a></p>	<p>Paul Csizek*</p> <p>Samuel Vessiere *</p> <p>Manual Cruz**</p> <p>D. Parker**</p>

	<p>Nair, H. S., Misra, S., Hornbuckle IV, W. J., Mishra, R., &amp; Acharya, A. (2017). Big data and marketing analytics in gaming: Combining empirical models and field experimentation. <i>Marketing Science</i>, 36(5), 699-725.  <a href="https://marketing.wharton.upenn.edu/wp-content/uploads/2016/10/Paper-Nair-Harikesh-03-06-2014.pdf">https://marketing.wharton.upenn.edu/wp-content/uploads/2016/10/Paper-Nair-Harikesh-03-06-2014.pdf</a></p> <p><a href="#">NSC</a>  <a href="#">MNGT</a></p> <p><b><u>Background BtS Webinars</u></b></p> <p><b>C. Sedikides : The Homeostatic Model of Identity Protection</b></p> <p>(By Dr. Constantine Sedikides)  <a href="https://www.dropbox.com/s/95augf0cna1wxrc/GMT20220301-154500_Recording_1686x768_Trim.mp4?dl=0">https://www.dropbox.com/s/95augf0cna1wxrc/GMT20220301-154500_Recording_1686x768_Trim.mp4?dl=0</a></p> <p><b>G. Northhoff: Gestalt and Spatio-Temporal Neuroscience Model of Real-Time Decision Making and Behavior</b></p> <p><a href="https://www.mcgill.ca/desautels/files/desautels/bts-g-northoff_seminar-poster.pdf">https://www.mcgill.ca/desautels/files/desautels/bts-g-northoff_seminar-poster.pdf</a>  <a href="https://youtu.be/SMckw8HjadM">https://youtu.be/SMckw8HjadM</a></p> <p>B. Khan: In a competitive retail space, how can retailers garner attention from consumers? What differentiates retailers in the eyes of their customers?</p> <p><a href="https://www.youtube.com/watch?v=U8EXWymmB2E">https://www.youtube.com/watch?v=U8EXWymmB2E</a></p>	
<p>Session 12. November 29th</p>	<p><b>Prospective Decision Making 2: Integrative Multi-Modal Self Processes, Free Will, and Equanimity in Real-Time and Lifecourse Experience and Decision Making</b></p> <p><b><u>Translational Papers</u></b></p> <p><a href="https://www.dropbox.com/sh/dpiakrfg7t2z656/AADHtOTz68Erv4qXcwLmFwoxa?dl=0">https://www.dropbox.com/sh/dpiakrfg7t2z656/AADHtOTz68Erv4qXcwLmFwoxa?dl=0</a></p> <p>Whitehead, J. C., &amp; Armony, J. L. (2019). Multivariate fMRI pattern analysis of fear perception across modalities. <i>European Journal of Neuroscience</i>, 49(12), 1552-1563.</p> <p>Knutson, B., Katovich, K., &amp; Suri, G. (2014). Inferring affect from fMRI data. <i>Trends in cognitive sciences</i>, 18(8), 422-428.  <a href="http://web.stanford.edu/group/spanlab/Publications/bk14tics.pdf">http://web.stanford.edu/group/spanlab/Publications/bk14tics.pdf</a></p> <p>Trainor LJ, Zatorre RJ.. (2015). The neurobiology of musical expectations from perception to emotion. <i>The Oxford handbook of music psychology</i>. 285-306.</p> <p>Otto, A. R., &amp; Vassena, E. (2020). It’s all relative: Reward-induced cognitive control modulation depends on context. <i>Journal of Experimental Psychology: General</i>.</p> <p>Heatherton T. F. &amp; Baumister, R.F. (1991), Binge eating as escape from self-awareness, <i>Psychological Bulletin</i>, 110, 86-108.</p>	<p>Jocelyne Whitehead*</p> <p>Baerbel Knauper*</p> <p>Ross Otto**</p> <p>Nancy Mayo*</p>

	<p>Papies, E. K., Barsalou, L. W., &amp; Custers, R. (2012). Mindful attention prevents mindless impulses. <i>Social Psychological and Personality Science</i>, 3(3), 291-299.</p> <p>Carriere, K., Preissner, C., Siemers, N., &amp; Knauper, B. (2022), The moderating effect of mindful eating on emotional dysregulation and disinhibited eating behavior, <i>Annals of Behavioral Medicine</i>, 56, 639</p> <p>Carrière, K., Siemers, N., &amp; Knäuper, B. (2022). A Scoping Review of Mindful Eating Interventions for Obesity Management. <i>Mindfulness</i>, 1-16.</p> <p>Shireen, H., Khanyari, S., Vance, A., Johannesson, H., Preissner, C., Dor-Ziderman, Y., ... &amp; Knäuper, B. (2022). Paying Attention to the Self: a Systematic Review of the Study of the Self in Mindfulness Research. <i>Mindfulness</i>, 1-14.</p> <p>Preissner, C. E., Charles, K., Knäuper, B., &amp; Kaushal, N. (2021). Predicting Decisional Determinants of Physical Activity Among Older Adults: An Integrated Behavior Approach. <i>Journal of Aging and Health</i>, 08982643211049079.</p> <p>Mozafarinia, M., Rajabiyazdi, F... Mayo, N. (2021) Development and usability of a feedback tool “My personal brain health dashboard” to improve self-management goals among people living with HIV in Canada.</p> <p>Juneau, C., Shankland, R., Knäuper, B., &amp; Dambrun, M. (2021). Mindfulness and equanimity moderate approach/avoidance motor responses. <i>Cognition and Emotion</i>, 35(6), 1085-1098.</p> <p><a href="#">NSC</a> <a href="#">MNGT</a></p> <p><b><u>BtS Webinars</u></b></p> <p><b>A. Lavazza : Neuroethics, Free Will, and IntegrativeMetrics</b></p> <p><a href="https://www.mcgill.ca/desautels/files/desautels/mcche-bts-andrea_lavazza-june29.pdf">https://www.mcgill.ca/desautels/files/desautels/mcche-bts-andrea_lavazza-june29.pdf</a> <a href="https://youtu.be/7XoQsGoqT5g">https://youtu.be/7XoQsGoqT5g</a></p> <p><b>M. Hollister: An Ethical, Human-Centred Approach to AI in Human Resources (Delve)</b></p> <p><a href="https://delve.mcgill.ca/listen/an-ethical-human-centred-approach-to-ai-in-human-resources-with-matissa-hollister/">https://delve.mcgill.ca/listen/an-ethical-human-centred-approach-to-ai-in-human-resources-with-matissa-hollister/</a></p> <p><b>P. Maglio. The future of Education for Adaptive Real-World Behavior and Context under Convergence and Complexity</b></p> <p><a href="https://www.mcgill.ca/desautels/files/desautels/mcche-pc-sept-22-2021-paul-maglio.pdf">https://www.mcgill.ca/desautels/files/desautels/mcche-pc-sept-22-2021-paul-maglio.pdf</a></p>	
<p>Session 13. Dec. 6th  (project presentation)</p>	<p>Term Project Presentation</p>	

## **Bio of Lead Instructor and Support Collaborator**

**Laurette Dubé** is the founding Chair and Scientific Director of the McGill Centre for the Convergence of Health Economics. She holds the James McGill Chair of Consumer and Lifestyle Psychology and Marketing. Her work has been published in top disciplinary journals in Psychology, Management and Medicine as well as in multidisciplinary journals. She holds an MBA in finance, and a PhD in behavioural decision making and consumer psychology. In close collaboration with co-lead Brown and a worldwide network of scientist and action leaders, she has pioneered an approach to convergence research and innovation that is powered by digital platforms and large-scale data sets and centred around real-world projects with action partners operating at city, province, country and global levels. During her 2020-2021 sabbatical, she is a visiting scholar at the National Research Council of Canada and at the Pittsburgh Supercomputing Center, Carnegie Mellon, USA.

Luiza Mugnol-Ugarte **Luiza Mugnol-Ugarte** received a PhD in Medical Sciences (Neuroscience) from the D’Or Institute for Research and Education (IDOR; 2021), Rio de Janeiro, Brazil. She received a Bachelor in Economics from Federal University of Santa Catarina (UFSC; 2013), Florianópolis, Brazil; and a Master in Biological Sciences (Neuroscience) from the Federal University of Rio Grande do Sul (UFRGS; 216). She has experience in decision making, social neuroscience, neuroimage and neuroeconomics, with an interest in the following topics: smart cities, behaviour, well being, human behavior, choice, pollution and well being and psychedelics. She has been working on different projects of scientific dissemination since 2014.

## **Bio of Specialized Guest Instructors**

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## **Bio of Keynotes in BtS Background Webinars**

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