Many societal problems, from obesity to addiction to driving while intoxicated, stem from an inability to control the self. This talk will describe research that uses functional magnetic resonance imaging to identify the neural mechanisms underlying self-regulation failures. Studies examine smoking, weight gain, sexual behavior, and dieters giving in to temptation.

Todd F. Heatherton is the Lincoln Filene Professor in Human Relations in the Department of Psychological and Brain Sciences at Dartmouth College. He received his PhD from the University of Toronto. Following a postdoctoral fellowship at Case Western Reserve University, he joined the Harvard psychology department as director of the undergraduate program. His recent research takes a social brain-sciences approach, combining theories and methods of evolutionary psychology, social cognition, and cognitive neuroscience to examine the neural underpinnings of social behavior. He was elected president of the Society of Personality and Social Psychology in 2011. He was named to Thomson Reuter’s ISI Highly-Cited for social sciences in 2010, and he received the Award for Distinguished Service on Behalf of Social-Personality Psychology in 2005, and the Carol and Ed Diener Award for Outstanding Mid-Career Contributions to Personality Psychology in 2011.

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