Cues associated with rewards, such as food or drugs, can acquire considerable control over behavior, for example, instigating actions to obtain the reward. There are, however, large individual differences in the motivational properties of reward cues and the extent to which they can be resisted. This presentation will address the implications of individual differences in cue-evoked motivational processes and in cognitive control in the development of impulse-control disorders, including addiction, and possible neurobiological substrates.

Known internationally for his research concerning the behavioral and neurobiological consequences of repeated psychostimulant drug use and the implications of these for addiction and relapse, Robinson focuses on the relationship between individual differences in the valuation of rewards (such as food or drugs) and the development of impulse-control disorders, such as addiction. Robinson is a fellow of the AAAS, a charter fellow of the American Psychological Society, a member of the American College of Neuropsychopharmacology, and for 13 years was editor-in-chief of the journal Behavioural Brain Research. He is the director of the National Institute on Drug Abuse training program in neuroscience at the University of Michigan.

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