Goals and Behavior: How Goals, Preferences and Values Influence Cognition and Action

October 13 - 15, 2009

Organizers:
Matthias Brand (Duisburg-Essen) and Christian Fiebach (Heidelberg)

One important characteristic of humans, distinguishing them from other animals, is our capability of willed, goal-directed behavior. Research in cognitive science, as well as in many other discipline, is directed toward understanding this unique achievement of mankind. However, our approaches are often – necessarily – reductionistic, focusing on tractable empirically defined conditions that are far from a deep understanding of goal-directed behavior. In addition, it appears easier to understand those cognitive mechanisms that help us achieve goals, then the nature of goals as such or their direct influences on behavior. In addition, the term goal is in itself elusive, referring to many different states, events or things that can function as goals. We believe that bringing together researchers from different research areas and research traditions, and interfacing them by their joint interest in goals, values, motives or preferences, as well as in the mechanisms related to goal achievement and in the effects of goal achievement, has the power advancing our understanding in goal directed behavior. The present workshop aims at this cross-area research integration.

Speakers
- Mareike Altgassen, Department of Psychology, Technical University Dresden
- Harold Bekkering, Donders Center for Cognition, Radboud University Nijmegen
- Guido Biele, Max Planck Institute for Human Development, Berlin
- Matthias Brand, Department of Psychology, University of Duisburg-Essen
- Martin Butz, Department of Psychology, University of Würzburg
- Anja Dieckmann, GfK Market Research, Nürnberg
- Christian Fiebach, Department of Psychology, University of Heidelberg
- Stefan Fries, Department of Psychology, Bielefeld University
- Stefan Kaiser, Department of Psychiatry, University of Zürich
- Annette Kluge, Department of Psychology, University of Duisburg-Essen
- Frank P. Schulte, Department of Psychology, University of Duisburg-Essen
- Christiane Schwieren, Department of Economics, University of Heidelberg
- Julia Vogt, Department of Experimental Clinical and Health Psychology, Ghent University
Talks should be no longer than 30-45 min in length. Talks and discussions, however, will most likely be in German (if all agree). The schedule was designed such as to leave plenty of time for discussions.

Program

Tuesday, October 13

12:30 Uhr: Lunch

14:00 Uhr: Welcome address by Ulrike Davy, ZiF director of the ZiF and introduction by the organizers

14:30 Uhr: Session 1:
- Harold Bekkering, Nijmegen: Sharing action goals between agents
- Julia Vogt, Gent: The role of goals in the automatic deployment of attention

16:00 Uhr: Coffee

17:00 Uhr: Session 2:
- Martin Butz, Würzburg: How homeostatic motivations can activate and prioritize goals: A Computational Model

18:00 Uhr: Dinner at ZiF

20:00 Uhr: Social (Downtown Bielefeld)
**Wednesday, October 14**

9:30 Uhr **Session 3:**
- Christian Fiebach, Heidelberg: Goals as delayed rewards: Neural mechanisms
- Guido Biele, Berlin: Computational and neurobiological accounts of adaptive decision making

11:00 Uhr: Coffee

11:30 Uhr **Session 4:**
- Annette Kluge, Duisburg-Essen: Organizational life and conflicting goals -organizational and individual strategies for their resolution

12:30 Uhr: Lunch

13:30 Uhr **Session 5:**
- Christiane Schwieren, Heidelberg: How do preferences and incentives influence economic decisions?
- Mareike Altgassen, Dresden: Prospective Memory Across the Lifespan

15:30 Uhr: Coffee

16:00 **Session 6:**
- Stefan Kaiser, Heidelberg: Psychiatric symptoms as dysfunctional goal generation and goal achievement
- Stefan Fries, Bielefeld: Putting of until tomorrow what should be done today: The phenomenon of procrastination

20:00 Uhr: Dinner, Glück & Seligkeit, Bielefeld (Selbstzahler)

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**Thursday, October 15**

9:30 Uhr **Session 7:**
- Matthias Brand, Duisburg-Essen: Learning from feedback during decision making
- Anja Dieckmann, Nürnberg: Market research meets neuroscience: The effect of brand preferences on neural activity during reward anticipation and evaluation

11:00 Uhr: Coffee

11:30 Uhr **Session 8:**
- Frank P. Schulte, Duisburg-Essen: (Computer-)Games and goals: The drive of an irrational, noninstrumental activity

12:30 Uhr: Lunch

13:30 Uhr: General Discussion

14:30 Uhr: Departure