

PIONEERS IN BIOMEDICAL RESEARCH SEMINAR

Presented by the Fralin Biomedical Research Institute and co-sponsored by the institute's Addiction Recovery Research Center and the Center for Health Behaviors Research



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In Person Seminar: Behavioral Economic Approaches for Measuring Substance Use Severity and Motivating Change

Behavioral economic theory suggests that low levels of substance-free reward will increase the relative reinforcing value of alcohol, leading to increases in drinking, particularly among persons with elevated impulsivity or comorbid mental health conditions. These risk factors often interact to contribute to the persistently high valuation of brief, high-intensity reinforcers such as alcohol relative to reinforcers derived from patterns of activities that serve to advance future goals. This presentation will discuss behavioral economic approaches for measuring substance use severity and motivating change.

FRIDAY, FEB. 17, at 11 a.m.

Room G101 A/B, 4 Riverside Circle, or watch via Zoom at <https://fralinbiomed.info/PBR-Join>, or via live webcast at <https://fbri.vtc.vt.edu/events/live-webcast.html>.



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