

#2 - Making the brain happy

Neuron tour - axon, dendrite, soma, myelin, synapse

Motivation: Why do we do anything?

a really **reductionist** & **materialist** idea

Olds and Milner (1954) make a cool mistake

Self-stimulation in rats

Will you kill yourself for pleasure?

Is all pleasure the same type of pleasure?

nature and **nurture**

Thorndike, his cat, and the **law of effect**

reinforcement

preparedness

consummatory and **appetitive** behaviors and pleasures

drive reduction theory

Where do emotions come into all of this?

from hunger to thou shalt not murder

Empathy

How does it work?

What is it good for?

Why isn't the world a better place?

Is there a drive toward death (Freud – thanatos)

Is aggression a drive?

Life is complicated (yeah, I know you know that)

A math model of why you eat when you are not hungry (sort of)