



**Saturday, September 27, 2014**

**The 5th Annual  
Kavli Foundation Plenary Lecture  
Rusty Pelican, 7:00 PM**

**Presented by**

**Colin Camerer, PhD**

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2013 MacArthur Fellow

## **The Neuroeconomics of Complex Social Valuation**

The creation of mechanistic neural models of choice computation can come from bottom-up or top-down. I start with classic topics from the social science of collective behavior. In each of these topics, there are long-standing puzzles that do not appear to be easily resolved by simply observing more behavior. The approach discussed in this talk is therefore unapologetically top-down: We start with behavioral observation, hypothesize a biological cause for the behavior and investigate that cause at an intermediate level (e.g., neural circuitry), with whatever method is appropriate for understanding the intermediate level. Three examples illustrate this approach: the influence of affiliative hormones (AVP) on risky cooperation; bargaining with private information (behavior and fMRI); and the formation and crash of asset price bubbles (fMRI).

# Kavli Lecture Information

Saturday September 27<sup>th</sup>, 2014

7:00pm

**Location:**

**Rusty Pelican Restaurant**

3201 Rickenbacker Causeway

Key Biscayne, Florida 33149

**Buses leave Conrad Hotel at 6pm**

**Buses leave Rusty Pelican after 10pm**

This Kavli Lecture will be preceded by a cocktail reception at 6:30pm and followed by a dinner banquet at 8:15pm.