

# Schedule of Events for Neuroeconomics 2011, Evanston, IL

General sessions will be held in the Grand Ballroom Parlor AB, and all meals and breaks will be served in Grand Ballroom Parlor CD unless indicated otherwise below.

## Friday, September 30, 2011

8:00 – 9:00 am	Continental Breakfast		Grand Parlor CD
9:00 am – 12:30 pm	Workshops in the Foundations of Neuroeconomics		
	<i>The two workshops will occur simultaneously, and you may choose which one you would like to attend.</i>		
	<u>Neuroscience for Social Scientists</u> Location: Grand Parlor AB This workshop series is sponsored by the Behavioral and Social Neuroscience PhD program at the California Institute of Technology	<u>Economics for Neuroscientists</u> Location: Northshore Room This workshop series is sponsored by the Zell Center for Risk Research at the Kellogg School of Management	
9:00 – 10:30 am	What the \$##!\$ is the orbitofrontal cortex doing up there!?! Geoffrey Schoenbaum, University of Maryland	Modeling one-choice tasks, two-choice tasks, and confidence with diffusion models. Roger Ratcliff, Ohio State University	
10:30 – 11:00 am	Coffee Break		
11:00 – 12:30 pm	Linking experimental manipulations, brain responses, and behavior with multilevel mediation analysis Tor D. Wager, University of Colorado, Boulder	Monocular versus Binocular Views of Recent Research on the Neural Substrates of Decision Making Reid Hastie, University of Chicago	
12:30 – 1:45 pm	Lunch Buffet & Lunchtime panel discussion with Jason Zweig		Grand Parlor CD
	Conveying Science to the Media: What You Need to Know about Journalists and What They Need to Know about You		(Lunch also served in Heritage Ballroom)
1:50 – 2:00 pm	Scott Huettel President, Society for Neuroeconomics	Welcome & Opening Remarks	Grand Parlor AB
<b>Session I</b>			Chair: Antonio Rangel
2:00 – 2:20 pm	Read Montague	Direct dopamine measurements in rodents and humans during stimulation and free choice	
2:25 – 2:45 pm	Raymundo Báez-Mendoza	Striatal neurons encode the social agency of own reward	R. Báez-Mendoza, C. Harris and W. Schultz
<b>Session II</b>			Chair: Dan Houser
2:50 – 3:10 pm	Franz Heukamp	Your choices may predict my brain activity better than mine; the case of uncertainty measures in fMRI economic decision-making paradigms	F.H. Heukamp, G. Arrondo, J. Goñi, M. Fernández-Sear, M. Aznárez-Sanado, M.A. Pastor
3:15 – 3:35 pm	Steve W.C. Chang	Differential coding of egocentric and allocentric reward outcomes during social interaction in primate ACC and OFC	S.W.C. Chang and M.L. Platt
3:45 – 5:45 pm	Poster Session I & Cash Bar Break refreshments offered in Grand Parlor CD		Heritage Ballroom & 2 <sup>nd</sup> Floor Foyer
6:00 – 8:00 pm	All-Attendee Banquet		
6:45 – 7:45 pm	The Kavli Foundation Plenary Lecture: About the Neural Basis of Feelings		Antonio Damasio

## Special Evening Event: Bonfire on the Beach

Sponsored by: New York University's Center for Neuroeconomics

Join us for a bonfire by Lake Michigan with s'mores, an open bar, and fresh air  
Lakefill fire pit (see map handed out at registration)

8:00 – 11:00 pm, Friday, September 30, 2011

## Saturday, October 1, 2011

---

8:00 – 9:00 am

*Continental Breakfast*

*Grand parlor CD*

### Session III

*Chair: Eric Johnson*

9:00 – 9:20 am

Nadège Bault

Neural underpinnings of dynamic social tie formation in a public good game

N. Bault, J.J. Fahrenfort, B. Pelloux, K.R. Ridderinkhof and F. van Winden

9:25 – 9:45 am

Wouter van den Bos

The value of victory – Neural mechanisms of the winner's curse

Wouter van den Bos, Arjun Talwar & Samuel M. McClure

9:50 – 10:10 am

W. Gavin Ekins

You can't gamble on others: Dissociable systems for strategic uncertainty and risk in the brain

W. Gavin Ekins, Ricardo Caceda, Monica Capra, and Gregory Berns

10:15 – 10:45 am

*Coffee Break*

### Session IV

*Chair: Greg Berns*

10:45 – 11:05 am

Valerie Reyna

Risk, rationality and neurodevelopment

11:10 – 11:30 pm

Luca Polonio

Unrevealing mental processes in interactive decision making

L. Polonio, N. Bonini, and G. Coricelli

11:35 – 11:55am

Aldo Rustichini

Neural response to monetary gains, losses and their correlation with personality traits

Daniel Hawes, Colin DeYoung, Jeremy Gray, and Aldo Rustichini

12:00 – 1:45 pm

*Buffet Lunch*

*Grand Parlor CD*

12:00 – 1:45 pm

*Student Lunch w/President & President Elect  
(Confirmed student attendees only please)*

*Northshore Room*

### Session V

*Chair: Nai-Shing Yen*

1:50 – 2:10 pm

Christopher Kovach

Rapid incentive-driven orienting of gaze to preferred food items is concurrent with the encoding of value in the amygdala

Christopher K. Kovach, Matthew J. Sutterer, Rick L. Jenison

2:15 – 2:35 pm

Hilke Plassmann

Health claims, overeating, and flavor intensity: Behavioral and fMRI insights into the American paradox of low-fat food and high-fat people

Hilke Plassmann, Nicolas S. Linder, Pierre Chandon, Monica Wadhwa, and Bernd Weber

2:40 – 3:00 pm

Alison Harris

The temporal dynamics of value computations in decisions involving self-control

Alison Harris, Todd Hare, and Antonio Rangel

3:00 – 5:00 pm

Poster Session II

*Break refreshments offered in Grand Parlor CD*

*Heritage Ballroom & 2<sup>nd</sup> Floor  
Foyer*

*Afternoon off: dinner on your own—*

5:15 – 6:45 pm

*Women in Neuroeconomics Networking Reception & cash bar*

*9<sup>th</sup> Floor Hinman Auditorium*

*Panel: Camelia Kuhnen, Daphna Shohamy, Hilke Plassmann, Elke Weber and Lis Nielsen*

---

## Optional Evening Event

Enjoy dinner on your own this evening but come back and meet everyone at *Tommy Nevin's Pub* for drinks, pool and darts. Conference registrants will get 25% off on drinks! Be sure to collect a wristband from Samanta at the registration desk between 1:45PM and 5PM on Saturday.

Tommy Nevin's Pub is located at 1454 Sherman Ave, Evanston IL 60201, three blocks from the Hilton Orrington.

\*To expedite discounts, open a bar tab and your discount will be applied at the end of the night.

## Sunday, October 2, 2011

---

8:00 – 9:00 am

*Continental Breakfast*

*Grand Parlor CD*

9:00 – 9:10 am

Scott Huettel  
President, Society for  
Neuroeconomics

Announcements

### Session VI

*Chair: Hauke Heekeren*

9:10 – 9:30 am

Mathieu d'Acremont

A dual system for probability learning in the brain

M. d'Acremont, W. Schultz, and P. Bossaerts

9:35 – 9:55 am

Laurence Hunt

Mechanisms underlying cortical activity during value-guided choice

L.T. Hunt, N. Kolling, A. Soltani, M.W. Woolrich, M.F.S. Rushworth, T.E.J. Behrens

10:00 – 10:20 am

Kenway Louie

Computational models of stochastic choice behavior in value-guided decision making

K. Louie and P.W. Glimcher

10:25 – 10:55 am

*Coffee Break*

### Session VII

*Chair: Hilke Plassmann*

11:00 – 11:20 am

Anna van Duijvenvoorde

Neural mechanisms of compensatory versus simplifying risky-choice strategies

A.C.K. van Duijvenvoorde, Weeda, W.D., Figner, B., Jansen, B.R.J., Van der Molen, M.W. and Huizenga, H.M.

11:25 – 11:45 am

Shan Luo

Hypersensitivity to reward is associated with steeper discounting and nicotine dependence

Shan Luo, George W. Ainslie, Lisa Giragosian, and John R. Monterosso

11:50 am – 12:10 pm

Jarmo Heinonen

Activation in the human OMPFC network distinguish maximizers from satisficers during decision making

Jyrki Suomala, Jarmo Heinonen, Lauri Palokangas, Jussi Numminen

12:15 – 1:15 pm

*Buffet Lunch*

*Grand Parlor CD*

### Session VIII

*Chair: Peter Bossaerts*

1:20 – 1:40 pm

Elizabeth Phelps

Changing Emotion and Changing Value

1:45 – 2:05 pm

Paul Phillips

Subjective Coding of Future Rewards by Phasic Dopamine Transmission in the Nucleus Accumbens