



Society for
NeuroEconomics
NEUROSCIENCE • PSYCHOLOGY • ECONOMICS



16th
Annual Meeting
Philadelphia, USA

October 5 – 7, 2018
The Wharton School
at the University of Pennsylvania

www.neuroeconomics.org |  [@socforneuroecon](https://twitter.com/socforneuroecon) | [#SNE2018](https://twitter.com/SNE2018)

Program-at-a-Glance

Time	Friday October 5, 2018		Saturday October 6, 2018		Sunday October 7, 2018	
	8:00					
8:15						
8:30	Welcome & Opening Remarks				Announcements	
8:45						
9:00	Session I (8:45 - 10:20)		Session II (08:45 - 10:20)		Session IV (08:45 - 10:20)	
9:15						
9:30						
9:45						
10:00						
10:15	Poster Spotlights I (10:25 - 10:50)		Poster Spotlights II (10:25 - 10:50)		Poster Spotlights III (10:25 - 10:50)	
10:30						
10:45	Poster Session I (10:50 - 14:00)		Poster Session II (10:50 - 14:00)		Poster Session III (10:50 - 14:00)	
11:00						
11:15						
11:30						
11:45						
12:00						
12:15						
12:30						
12:45						
13:00	Buffet Lunch (11:45 - 13:15)		Buffet Lunch (11:45 - 13:15)		Buffet Lunch (11:45 - 13:15)	
13:15						
13:30						
13:45						
14:00						
14:15						
14:30	The Kavli Foundation Social and Decision Science Workshop I (14:15 - 15:45)	The Kavli Foundation Neuroscience Workshop I (14:15 - 15:45)	Session III (14:15 - 15:25)		Session V (14:15 - 15:25)	
14:45						
15:00						
15:15						
15:30						
15:45	Coffee Break (15:45 - 16:05)		Kavli Plenary Lecture (15:30 - 16:40)		Session VI (15:30 - 17:05)	
16:00						
16:15						
16:30	The Kavli Foundation Social and Decision Science Workshop II (16:05 - 17:35)	The Kavli Foundation Neuroscience Workshop II (16:05 - 17:35)				
16:45						
17:00						
17:15						
17:30						
17:45						
18:00	Networking Cocktail Reception (17:35 - 19:00)		All Attendee Cocktail Reception and Private Viewing of Penn Museum (18:00 - 19:30)			
18:15						
18:30						
18:45						
19:00						
19:15						
19:30						
19:45						
20:00	Dinner on Own		Dinner on Own			
20:15						
20:30						
20:45						
21:00						
21:15						
21:30						
21:45						

Registration / Information Desk Open
Posters on Display (Session 1)

Registration / Information Desk Open
Posters on Display (Session 2)

Registration / Information Desk Open
Posters on Display (Session 3)

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ABOUT THE SNE SOCIETY

OUR MISSION

The mission of the Society for NeuroEconomics is to:

- 1. Foster research on the foundations of economic behavior by promoting collaboration and discussion among scholars from the psychological, economic, and neural sciences.**
- 2. Ensure the continued advancement of the field of neuroeconomics by supporting young researchers.**

The Society promotes this mission through annual meetings for presentation of original theory and research, and through educational programs to promote development of a common language and set of methodological tools for the field.

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ANNUAL MEETINGS

Since 2005, the Society for NeuroEconomics has been meeting annually to discuss emerging and exciting research in the field of neuroeconomics. These meetings have attracted researchers, students and followers from across the globe to present their work, network and discuss collaborations, obtain valuable feedback from peers and to stay informed about the current research being performed around the globe. If you are active on social media, make sure to hashtag *#SNE2018 @socforneuroecon*

Thanks to the Wharton School for making their facilities available for SNE, and to the Wharton Neuroscience Initiative for their organizational time, energy, and collaboration.

15 th Annual Meeting	October 6 – 8, 2017	Toronto	Canada
14 th Annual Meeting	August 28 – 30, 2016	Berlin	Germany
13 th Annual Meeting	September 25 – 27, 2015	Miami, Florida	United States
12 th Annual Meeting	September 26 – 28, 2014	Miami, Florida	United States
11 th Annual Meeting	September 27 – 29, 2013	Lausanne	Switzerland
10 th Annual Meeting	September 28 – 30, 2012	Miami, Florida	United States
9 th Annual Meeting	September 30 – October 2, 2011	Evanston, Illinois	United States
8 th Annual Meeting	October 15 – 17, 2010	Evanston, Illinois	United States
7 th Annual Meeting	October 15 – 17, 2009	Evanston, Illinois	United States
6 th Annual Meeting	September 25 – 28, 2008	Park City, Utah	United States
5 th Annual Meeting	September 27 – 30, 2007	Hull, Massachusetts	United States
4 th Annual Meeting	September 7 – 10, 2006	Park City, Utah	United States
3 rd Annual Meeting	September 15 – 18, 2005	Kiawah Island, South Carolina	United States
2 nd Annual Meeting	2004	Kiawah Island, South Carolina	United States
1 st Annual Meeting	2003	Martha's Vineyard, Massachusetts	United States

WELCOME



Dear Friends and Colleagues,

Welcome to the 16th Annual Meeting of the Society for NeuroEconomics! We are delighted to be in Philadelphia this year, as the meeting returns to the Northeast U.S. after more than a decade.

Our **program committee** has put together a strong program of **22 talks** and **3 poster sessions** that illustrate the great breadth of work in our field today, integrating economic, psychological and neural science approaches to study decision making. As work on decision making and the brain continues to grow exponentially, there is increasing recognition by the general public of the relevance of knowledge about how people make decisions to larger concerns of public policy and public health. Our Society is committed to making the Annual Meeting an inclusive gathering place for scholars with different forms of expertise critical to this important mission of understanding human decision making.

The **Kavli Foundation** continues to generously support two highlights of our annual meeting, the Kavli Foundation Workshops and the Kavli Foundation Lecture. The Kavli Foundation Workshops feature invited speakers presenting on cutting-edge research topics, aimed towards facilitating the integration of these advances into the field of neuroeconomics. This year, the **Kavli Foundation Workshops on Neuroscience** focus on advances in understanding the neural basis of decision making using sophisticated behavioral, pharmacological and optogenetic techniques in rodent models. These will be led by Catharine Winstanley, Professor of Psychology at the University of British Columbia, and Ilana Witten,

Associate Professor of Psychology at Princeton University. Running in parallel, the **Kavli Foundation Workshops on Social and Decision Sciences** focus on recent developments in the use of large-scale, real-world, human behavioral data. These will be led by: Angela Duckworth, Christopher H. Brown Distinguished Professor of Psychology at the University of Pennsylvania; Katherine Milkman, Professor Operations, Information and Decisions at the Wharton School; Ross Otto, Assistant Professor of Psychology at McGill University; and Robb Rutledge, Principal Research Associate at the University College London.

The ninth annual **Kavli Foundation Plenary Lecture** will be delivered by Alex Kacelnik, Fellow of the Royal Society and Professor of Behavioural Ecology at the University of Oxford. Professor Kacelnik's discoveries on optimal foraging and mechanisms of animal cognition and decision making have inspired the work of many scholars in the field of neuroeconomics.

The success of our annual meeting depends on the generous support of many organizations and institutions. Alongside the Kavli Foundation, the **Institute for the Study of Decision Making at NYU** has remained our longest-running Platinum-level sponsor. This year, the **Wharton School** has generously provided their facilities for the conference, making it possible to host the meeting in Philadelphia, and the **Wharton Neuroscience Initiative** has provided extensive, hands-on, local logistical support to our outstanding conference planners, **Podium Conference Services**.

As valuable as the formal program are the many opportunities at the meeting for informal exchange and networking, during the poster sessions, meal breaks, and a cocktail reception at the beautiful Penn Museum. I would encourage you all to take advantage of these opportunities to meet old friends, make new friends, and forge new collaborations. Enjoy the meeting!

Joe Kable

President, Society for NeuroEconomics

GENERAL MEETING INFORMATION

MEETING VENUE

Huntsman Hall

The Wharton School at University of Pennsylvania
3730 Walnut Street
Philadelphia, PA 19104

REGISTRATION

The annual meeting of the Society for NeuroEconomics registration includes admission to all sessions, coffee breaks, lunches as well as to the Networking Cocktail Reception, the 9th Annual Fred Kavli Lecture and a cocktail reception and private viewing of the Penn Museum.

NAME BADGES

Kindly wear your name badge at all time as your admission to the sessions and functions. At the end of the conference you are encouraged to recycle your badge at any of the recycle stations or registration desk when you leave. Please note that Students have Red name badges and Post Doctoral registrants have Blue name badges. If you would like to self identify to other attendees, we have stickers available to place on your name badge.

- Red** – PhD student looking for a Post Doc position
Green – PI looking for someone to fill a Post Doc position in your lab
Yellow – If you are looking for a position beyond a Post Doc (Senior Post Doc, Fellow, Faculty)

REGISTRATION AND INFORMATION DESK

The registration/information desk, located in the Forum is open daily during conference session hours:

Friday, October 5	8:00 – 18:00
Saturday, October 6	8:15 – 16:45
Sunday, October 7	8:00 – 17:00

WIRELESS INTERNET

Complimentary wireless internet is available to the delegates of the Society of NeuroEconomics Annual Meeting. Please note the complimentary WiFi is ideal for checking emails and websites but is not strong enough for streaming videos or heavy social media use.

Please note that registration of devices on the AirPennNet-Guest wireless network will need to be renewed daily. To connect to WIFI please:

1. Select the AirPennNet-Guest SSID
2. Open a browser
3. Review and accept the Acceptable Use Policy terms and conditions
4. Enter a valid email address
5. Click Submit

STAFF

SNE staff from Podium Conference Specialists can be identified by the orange ribbons on their name badges. Volunteers can be identified by the yellow ribbons on their name badges. Feel free to ask any one of our staff for assistance, or visit the registration desk.

POSTER SESSIONS

Please visit our poster presenters during the three poster sessions. Coffee and tea will be served immediately before the poster session and please feel free to enjoy your beverage while reviewing the posters. Information on Poster Authors, Poster Numbers and Poster Titles begins on page 19. For a complete copy of the poster abstracts, please see the downloadable pdf abstract book from the Society for NeuroEconomic website.

Poster Session I

Set Up: Friday October 5, 2018
between 08:00 and 08:30

Session Time: 10:50 – 14:00 **Tear Down: 19:00**

Poster Session II

Set Up: Saturday October 6, 2018
between 08:00 and 08:45

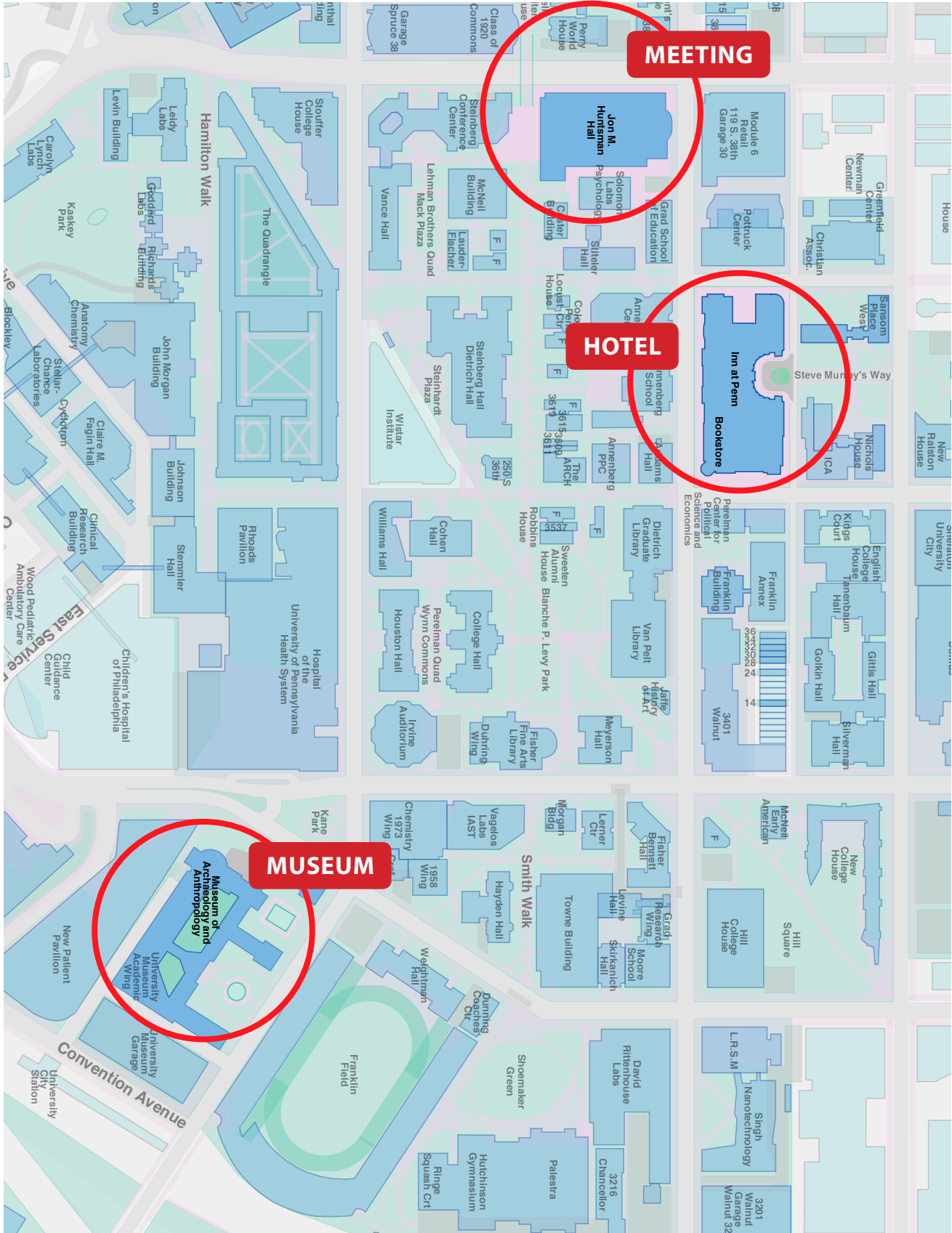
Session Time: 10:50 – 14:00 **Tear Down: 17:00**

Poster Session III

Set Up: Sunday October 7, 2018
between 08:00 and 08:30

Session Time: 10:50 – 14:00 **Tear Down: 17:00**

CAMPUS MAP



AWARDS

2018 STUDENT TRAVEL AWARDS

The following are the recipients of the 2018 SNE Student Travel Awards. The award is supported by the Vice Provost for Research and the Dean of Arts & Sciences of the University of Pennsylvania.

INTERNATIONAL GRADUATE STUDENT TRAVEL AWARDS

Jaime J. Castrellon, *Duke University*

Amanda R. Arulpragasam, *Emory University*

Regina A Weilbächer, *University of Basel*

Joshua Zonca, *University of Trento*

Claudio A Toro-Serey, *Boston University*

LOCAL UNDERGRADUATE STUDENT TRAVEL AWARD

Shivani Chatterjee, *University of Pennsylvania*

Alex Narvaez-Duckworth, *University of Pennsylvania*

Liana Patel, *University of Pennsylvania*

Lauren Traas, *University of Pennsylvania*

Yufei Xia, *University of Pennsylvania*

GONGRATULATIONS



WINTER CONFERENCE ON BRAIN RESEARCH

JAN. 28 – FEB. 2, 2019 | THE WESTIN SNOWMASS RESORT | SNOWMASS, COLORADO

WHO: 500 Neuroscientists and Clinicians
WHAT: Panel and Poster Presentations in Specialized Areas, Networking on the Mountain Slopes, CME Credits Available
WHEN: January 28—February 2, 2019
WHERE: Westin Snowmass Resort

For More Information Visit: www.winterbrain.org | Contact: info@winterbrain.org

REGISTER TODAY!

The event has shifted dates and the Welcome Reception will be on Monday, January 28, 2019.

	With Alternative Housing By December 15, 2018	With Housing Discount By December 15, 2018
Student Presenter	\$300	\$300
Presenter	\$750	\$550
Non-presenter	\$950	\$750

****All attendees, including presenters pay the registration fee.****

Your registration includes the following meal functions: Monday Opening Reception, Tuesday and Wednesday Refreshment Breaks, Monday—Saturday Breakfasts, Friday Mountain Lunch, Friday Special Poster Reception, and Saturday Closing Banquet.

7th Consumer Neuroscience Satellite Symposium

The Wharton School
at University of Pennsylvania, USA

October 4, 2018, 11:30 – 7:00pm



SPEAKERS

Elizabeth Brannon *Department of Psychology,
University of Pennsylvania, USA*

Gilles Laurent *Max Planck Institute, Frankfurt, Germany*

Valerie Reyna *College of Human Ecology, Cornell University, USA*

ORGANIZERS

Gideon Nave *The Wharton School at University of
Pennsylvania, USA*

Hilke Plassmann *INSEAD, France*

Michael Platt *Wharton Neuroscience Initiative,
University of Pennsylvania, USA*

Carolyn Yoon *University of Michigan, USA*

The purpose of the symposium is to take stock of the current knowledge at the intersection of business school research and neuroscience, provide ideas for future research, and allow interested researchers to meet and discuss research ideas.

Numerosity Processing in the Brain and Its Implication for Consumer Decision Making.

The event is sponsored by



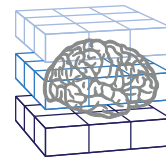


DUBLIN

IRELAND

17th Annual Meeting October 4-6, 2019

Join us in Dublin, a thriving, creative hub and let the magical tales of the city's colourful past charm you. Take time to explore the stunning landscapes and preserved heritage, share in jovial banter over a pint, and absorb the undying spirit of the enchanting Emerald Isle.



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NOTES

A series of horizontal lines for taking notes, arranged in two columns.

DETAILED PROGRAM

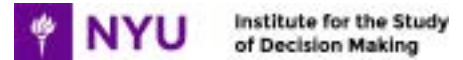
FRIDAY, OCTOBER 5

08:30 – 08:45 **Welcome and Opening Remarks**

Joe Kable, SNE President

08:45 – 10:20 **Session I Intertemporal Decision Making and Self Control**

sponsored by:



08:45 – 09:05 *Neural and behavioral correlates of long-term memory are associated with temporal discounting in older adults*

Karolina Lempert¹, David Wolk¹, Joseph Kable¹
¹University of Pennsylvania

09:10 – 09:30 *Monetizing the subjective cost of self-control*

Candace Raio¹, Paul Glimcher¹
¹New York University

09:35 – 09:55 *Dietary self-control depends on the latency and rate of information accumulation during choice*

Nicolette Sullivan¹, Scott Huettel¹
¹Duke University

10:00 – 10:20 *Insights into the neural and behavioural impacts of WM training in school-aged children*

Ana Cubillo¹, Henning Mueller², Daniel Schunk³, Ernst Fehr¹, Todd Hare¹
¹University of Zurich, ²Norwegian School of Economics, ³Johannes Gutenberg-Universität

10:25 – 10:50 **Poster Spotlights I**

10:25 - 10:30 *The cost of cognitive control as a solution to the stability-flexibility dilemma*

Sebastian Musslick¹, Seong Jang¹, Michael Shvartsman¹, Amitai Shenhav², Jonathan Cohen¹
¹Princeton University, ²Brown University

10:30 - 10:35 *Parsing medial prefrontal cortex: A joint meta-analytic and graph-theoretic approach*

Claudio Toro-Serey¹, Joseph T. McGuire¹
¹Boston University

10:35 - 10:40 *Dorsal anterior cingulate cortex encodes strategy updating in effort-based decision-making*

Amanda Arulpragasam¹, Jessica Cooper¹, Makiah Nuutinen¹, Brittany DeVries¹, Michael Treadway¹
¹Emory University

10:40 - 10:45 *A Neurocomputational account of corruption*

Yang Hu¹, Chen Qu², Jean-Claude Dreher¹
¹CNRS, Institut des Sciences Cognitives Marc Jeannerod, ²South China Normal University

10:45 - 10:50 *Is attention mediating the memory bias in preferential choice?*

Regina Weilbacher¹, Jörg Rieskamp¹, Ian Krajbich², Sebastian Gluth¹
¹University of Basel, ²Ohio State University

10:50 – 14:00 **Poster Session I**

sponsored by:



Coffee/Tea served

Please visit our poster presenters in the Forum. Please note that the Poster Session is split in two sessions:

- Posters with an **uneven end number** (1-A-1; 1-A-3, etc.) will be presented from 10:50 to 12:30
- Posters with an **even end number** (1-A-2, 1-A-4, etc.) will be presented from 12:30 to 14:00

11:45 – 13:15 **Buffet Lunch** (8th floor of Huntsman Hall)

sponsored by:



Room: G-06
(Auditorium)

**The Kavli Foundation
Social and Decision Science Workshops**

sponsored by:



14:15 – 15:45 *Using large naturalistic datasets to understand decision making in the real world*

Ross Otto, Ph.D., *McGill University*

The vast amounts of data amassed by government agencies, social media networks, and publicly accessible sources present exciting new possibilities for posing questions about how people make decisions in the real world. Using worked examples of research both from my lab and from other groups which examines language use, affect, and risk-taking behavior in large populations, I will discuss common challenges and approaches in acquiring and analyzing naturalistic datasets such as identifying proxy variables for psychological constructs. Further, I will discuss practical difficulties in analyzing naturalistic datasets—for example, combining disparate and heterogeneous datasets with different timescales, levels of geographic granularity, or even different dimensionalities. Last, I will discuss data cleaning and statistical techniques indispensable for analysis of large real-world datasets as well as approaches for mitigating replicability issues and confirmation bias.

Robb Rutledge, Ph.D., *Max Planck UCL Centre for Computational Psychiatry*

An understanding of human decision making requires an explanation for why different people make different choices. The young and the elderly can have different preferences, but effect sizes can be small and the large samples required to study decision making across the lifespan can be challenging to obtain. The aberrant decisions of people with psychiatric disorders can also be difficult to study because psychiatric populations are difficult to recruit. Big data approaches provide a means of efficiently recruiting large samples in populations of interest. I will discuss the rapidly growing set of tools available for online testing, making it possible to collect data from hundreds of people in hours. I will also discuss how smartphones can be used to collect data in decision-making experiments from large samples ($N > 10,000$) in addition to rich questionnaire data and passive data (e.g., accelerometer, GPS). Big data approaches can complement laboratory neuroeconomic experiments in refining models and increasing our knowledge of human decision making.

15:45 – 16:05 **Coffee Break**

16:05 – 17:35 *Behavior change for good*

Angela Duckworth, Ph.D., *Character Lab*

Katherine L. Milkman, Ph.D., *The Wharton School at University of Pennsylvania*

Solving the problem of enduring behavior change is our single greatest opportunity to improve lives. Why? Countless daily acts—whether we show up for class, how we spend our money, and even what we eat for breakfast—cumulatively shape our destinies. Recently, scientists have isolated the situational and psychological factors that hold sway over what we repeatedly do, leading to successful and scalable interventions to change short-term behavior. Unfortunately, behavior change rarely endures, and when it doesn't, the least advantaged pay the greatest price. Our project unites an interdisciplinary team of scientists with leading practitioners in education, healthcare, and consumer financial services to address the question: How can we make behavior change stick? We will present early insights from massive field experiments testing methods for building lasting (1) study habits among high school students and (2) workout routines among gym members.

Room: F-95 **The Kavli Foundation
Neuroscience Workshops**



14:15 – 15:45 *Insights into the neurobiological regulation of cost/benefit decision making using rodent models*

Catharine Winstanley, Ph.D., *University of British Columbia*

Understanding the mechanism by which the brain makes decisions is perhaps one of the most fundamental questions for neuroscientists, psychologists and economists alike. Decision-making deficits are also increasingly recognised to play a significant role in numerous psychiatric disorders, such that therapeutics capable of ameliorating core impairments in judgement may be beneficial in a range of patient populations. In addition to the advances in neuroimaging and computational neuroscience that contribute enormously to this area, an increase in the complexity and sophistication of behavioral paradigms designed for non-human laboratory animals has also had a significant impact on researchers' ability to test the causal nature of hypotheses pertaining to the neural circuitry underlying the choice process. In particular, the demonstration that the humble laboratory rat (and even mouse!) can show evidence of complex cost-benefit decision-making, integrating numerous factors in order to maximize reward, and also exhibits similar choice preferences and biases as those which hallmark human cognition, has opened up numerous exciting possibilities. However, in order to make meaningful sense of the burgeoning literature using such tasks, it is important to appreciate the considerable diversity in the structure of such behavioural paradigms. Although they may look superficially similar, different behavioural assays may actually tap into quite distinct cognitive processes, and therefore depend on dissociable neural circuitries. Rather than a weakness in the field, this diversity may instead be a strength, in that comparison of findings across different paradigms can provide critical insight into the contribution made by different neural circuits and neurotransmitter systems to core cognitive elements involved in different decision-making processes.

This workshop will start by reviewing the core features of some of the different decision-making tasks that have been designed to measure choice under uncertainty, and assess their face validity in terms of modelling choice processes relevant for human cognition. We will also contrast these behavioural assays with paradigms designed to measure other facets of cost/benefit decision making. Experimental manipulations targeting distinct neural regions, including lesions and pharmacological manipulations, suggest that these paradigms differentially recruit the orbitofrontal cortex, amygdala, and striatal regions. Furthermore, the degree to which neurotransmitter

systems, such as dopamine and serotonin, play a central role in modulating choice varies depending on factors such as the degree to which loss is explicitly signalled, and the utilization of conditioned stimuli to guide choice. These discussions have important ramifications for our understanding of how cognition is altered in both drug and behavioural addictions.

15:45 – 16:05 Coffee Break

16:05 – 17:35 *Striatal circuits for reward learning and decision making*

Ilana B. Witten, Ph.D., Princeton Neuroscience Institute

The classic view of the striatal circuit in learning and decision making is that corticostriatal inputs encode specific actions or stimuli, and a homogeneous reward prediction error provided by dopamine neurons serves to modify the strength of those corticostriatal synapses, altering the behaviors which are most likely to subsequently occur. However, due to technical limitations, it has been difficult to test this idea rigorously. To address this gap, my lab has been using circuit dissection tools to record and manipulate activity in genetically and anatomically defined inputs to the striatum. For example, by comparing neural coding in anatomically-defined dopamine subpopulations, we discovered that dopamine neurons convey specialized and spatially organized information about movements, choices, and other behavioral variables to specific striatal subregions, in addition to encoding reward prediction error. These non-reward signals cannot be easily explained as a value-related signal or a decision variable. These findings revise the classic view that dopamine neurons convey a spatially uniform reward prediction error signal to the striatum, and raise important questions regarding potential functions of non-reward signals in the dopamine system.

17:35 – 19:00 Networking Cocktail Reception

Join us on the 8th floor for appetizers, drinks and networking opportunities

SATURDAY, OCTOBER 6

08:45 – 10:20 Session II Valuation and Choice

08:45 – 09:05 *Time and frequency dynamics of directed attention in stimulus attribute weighting*

Alison Harris¹, Aleena Young¹
¹Claremont McKenna College

09:10 – 09:30 *Assessing consumer demand in a random utility model with noisy neural measurements*

Ryan Webb¹, Nitin Mehta¹, Ifat Levy²
¹University of Toronto, ²Yale University

09:35 – 09:55 *Prefrontal projections to striatum persistently encode decision variables*

Bilal Bari¹, Cooper Grossman¹, Emily Lubin¹, Adithya Rajagopalan¹, Jianna Cressy¹, Jeremiah Cohen¹
¹Johns Hopkins University

10:00 – 10:20 *Evidence for past and present subjective value signals in the human orbitofrontal cortex*

Wan-Yu Shih¹, Chien-Chen Chou², Jeng-Ren Duann³, Cheng-Chia Lee², Shih-Chieh Lin¹, Hsiang-Yu Yu², Paul Glimcher⁴, Shih-Wei Wu¹
¹National Yang-Ming University, ²Taipei Veterans General Hospital, ³National Central University, ⁴New York University

10:25 – 10:50 **Poster Spotlights II**

10:25 – 10:30 *Using a two-player interactive game to study strategic competition, its neuronal correlates, and the effects of a third observer*

Yaoguang Jiang¹, Michael Platt¹
¹University of Pennsylvania

10:30 – 10:35 *Neuromodulatory and structural substrate of intertemporal choices in younger and older adults*

Benjamín Garzón¹, Zeb Kurth-Nelson², Jan Axelsson³, Katrine Riklund³, Lars Bäckman¹, Lars Nyberg³, Marc Guitart-Masip¹
¹Karolinska Institute, ²University College London, ³Umeå University

10:35 – 10:40 *Effects of commercial break interruption on EEG frontal alpha asymmetry and program recall rate*

Seungji Lee¹, Eunbi Seomoon¹, Taejun Lee¹, Jongsu Kim¹, Taeyang Yang¹, Sung-Phil Kim¹
¹Ulsan National Institute of Science and Technology

10:40 – 10:45 *Parsing the role of dopamine in reward discounting and subjective valuation*

Jaime Castellon¹, Gregory Samanez-Larkin¹
¹Duke University

10:45 – 10:50 *Crowdsourced science: Analyzing variability in data analysis in neuroscience*

Tom Schonberg¹, Michael Kirchler², Magnus Johannesson³, Jürgen Huber⁴, Anna Dreber⁵, Roni Iwanir¹, Felix Holzmeister⁴, Joke Durnez⁶, Russell Poldrack⁶
¹Tel-Aviv University, ²University of Innsbruck and University of Gothenburg, ³University of Gothenburg, ⁴University of Innsbruck, ⁵Stockholm School of Economics and University of Innsbruck, ⁶Stanford University

10:50 – 14:00 **Poster Session II**

sponsored by:



Coffee/Tea served

Please visit our poster presenters in the Forum.

Please note that the Poster Session is split in two sessions:

- Posters with an **uneven end number** (1-A-1; 1-A-3, etc.) will be presented from 10:50 to 12:30
- Posters with an **even end number** (1-A-2, 1-A-4, etc.) will be presented from 12:30 to 14:00

11:45 – 13:15 **Buffet Lunch** (8th floor of Huntsman Hall)

14:15 – 15:25 **Session III Learning and Memory**

14:15 – 14:35 *The effect of counterfactual information on outcome value signal encoding: Evidence for fully-adaptive coding along the rostrocaudal axis of the medial prefrontal cortex*

Doris Pischedda¹, Stefano Palminteri², Giorgio Coricelli³
¹University of Trento, ²Institut National de la Santé et de la Recherche Médicale, ³University of Southern California

14:40 – 15:00 *The effects of computational complexity on human decision-making*

Carsten Murawski¹, Pablo Franco¹, Nitin Yadav¹, Peter Bossaerts¹
¹The University of Melbourne

15:05 – 15:25 *The role of dopaminergic midbrain nuclei in predicting monetary gains and losses: Who's doing what?*

Laura Fontanesi¹, Sebastian Gluth¹, Jörg Rieskamp¹, Birte Forstmann²
¹University of Basel, ²University of Amsterdam

The Fred Kavli Plenary Lecture

sponsored by:



15:30 – 16:40 *Choice and value: The biology of decision making*

Alex Kacelnik, FRS, Oxford University

Economics and evolutionary biologists often deal with similar behavioural issues, including the construction of preferences, the relation between normative and descriptive accounts, the significance of violations of normative predictions, and biases for or against uncertainty and risk, to name just a few. The structure of their research programs, however, differs substantially, and this is particularly salient regarding the justification for normative hypotheses and for the role of optimality. I will address some of these differences, drawing on examples from our experimental behavioural work on decision making across different species, ranging from plants to insects, fish, birds, and mammals. A common thread is the use of violations of optimality predictions to enrich and refine normative (evolutionary) analyses.

18:00 – 19:30 **All Attendee Cocktail Reception and Private Viewing**

The Penn Museum
3260 South St.

sponsored by



Institute for the Study
of Decision Making



Enjoy a drink and appetizers amidst pharaohs and mummies of Egypt! Join us for a reception and private viewing of the Penn Museum. Browse one of the finest collections of ancient monumental Chinese art in the country and explore the exquisite Egypt (Mummies) Gallery.

08:30 – 08:45 **Announcements**

Joe Kable

Join us for the Early Career Award presentations, the Society Board Election Results and other Society information.

08:45 – 10:20 **Session IV Social Rewards and Social Preferences**

08:45 – 09:05 *Decoding proposers' motivations in the ultimatum game from multivariate brain activity patterns*

Sebastian Speer¹, Maarten Boksem¹
¹Erasmus University

09:10 – 09:30 *How positive and negative role models drive plasticity in moral preferences*

Hongbo Yu¹, Jenifer Siegel², Molly Crockett¹
¹Yale University, ²University of Oxford

09:35 – 09:55 *Computational phenotyping in Borderline Personality Disorder using a role-based social hierarchy probe*

Iris Vilares^{1,2}, Andreas Hula¹, Tobias Nolte¹, Zhuoya Cui², Peter Fonagy¹, Personality Disorder Research Consortium, Lusha Zhu³, Pearl Chiu², Brooks King-Casas², Terry Lohrenz², Read Montague^{1,2}
¹University College London, ²Virginia Tech Carilion Research Institute, ³Peking University

10:00 – 10:20 *Two heads are better than one: Individuals' future liking preferences predicted jointly by their neural reward responses to--and from--each other*

Noam Zerubavel¹
¹Columbia University

10:25 – 10:50 **Poster Spotlights III**

10:25 – 10:30 *How do we build causal models of the future? Evidence from gaze patterns*

Joshua Zonca¹, Giorgio Coricelli², Luca Polonio¹
¹University of Trento, ²University of Southern California

10:35 - 10:40 *Comprehension as Bayesian decision-making: Neural computations of inferring what is meant from what is said in language games*

Qingtian Mi¹, Cong Wang¹, Xuemei Fu¹, Jiahong Gao¹, Lusha Zhu¹
¹Peking University

10:40 - 10:45 *Context-sensitive judgment reflects efficient coding of economic attributes*

Rahul Bhui¹, Samuel Gershman¹
¹Harvard University

10:45 - 10:50 *Applying marketing research methods to decision-making in the criminal justice system*

John Pearson¹, Jonathan Law¹, Jesse Skene¹, Donald Beskind¹, Neil Vidmar¹, David Ball², Artemis Malekpour¹, R. McKell Carter³, **Pate Skene¹**
¹Duke University, ²Malekpour & Ball Litigation Consulting, ³University of Colorado

10:50 – 14:00

Poster Session III

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Coffee/Tea served

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11:45 – 13:15 **Buffet Lunch** (8th floor of Huntsman Hall)

14:15 – 15:25 **Session V Choice Models and Mechanisms**

14:15 – 14:35 *Asymmetric overlap in neuronal sensation constrains rational choice in C. elegans*

Dror Cohen¹, Meshi Volovich¹, Yoav Zeevi¹, Kenway Louie², Dino Levy¹, Oded Rechavi¹
¹Tel-Aviv University, ²New York University

14:40 – 15:00 *A causal account of the brain network mechanisms underlying value-based choices*

Marius Moisa¹, Rafael Polania², Marcus Grieschow¹, Yoo Jin Lee¹, Zoltan Nagy¹, Christian Ruff¹
¹University of Zurich, ²ETH Zurich

15:05 – 15:25 *The space of decision models*

Sudeep Bhatia¹, Lisheng He¹, Joyce Zhao¹
¹University of Pennsylvania

15:30 – 17:05 **Session VI Complex Decision-Making**

15:30 – 15:50 *Model-based decision making is associated with structure inference ability*

Milena Rmus¹, Harrison Ritz¹, Lindsay Hunter², Aaron Bornstein², Amitai Shenhav¹
¹Brown University, ²Princeton University

15:55 – 16:15 *Adaptive credit assignment in prefrontal cortex*

Phillip Witkowski¹, Alex Park¹, Erie Boorman¹
¹University of California, Davis

16:20 – 16:40 *Corticostriatal circuit for strategic behavior by dynamic scaling of action and reward valuation*

Yuval Baumel¹, Brittney Moncrieffe¹, Andrew Recknagel¹, Jungsoo Kim¹, Melissa Warden¹
¹Cornell University

16:45 – 17:05 *Modeling structure in learning to self-regulate motivation via veridical real-time fMRI neurofeedback from the ventral tegmental area*

Shabnam Hakimi¹, Jeffrey MacInnes², Kathryn Dickerson¹, R Adcock¹
¹Duke University, ²University of Washington

POSTER SESSIONS

ABOUT THE POSTER SESSIONS

The Society for NeuroEconomics is pleased to present a wide range of current research through the poster sessions. The posters have been divided over three sessions, with each session on display for one day.

Session 1: Friday, October 5, 2018
10:50 – 14:00

Session 2: Saturday, October 6, 2018
10:50 – 14:00

Session 3: Sunday, October 7, 2018
10:50 – 14:00

The poster board numbers work in the following way:

Session – Theme – Board Number (ex. 1-A-1)

Poster Themes

- A** Attention
- B** Emotion & Affect
- C** Individual & Lifespan Differences
- D** Finance
- E** Consumer Behavior & Marketing
- F** Intertemporal Decision-Making & Self-Control
- G** Game Theory & Strategic Interactions
- H** Learning & Memory
- I** Valuation & Value Systems
- J** Choice & Choice Mechanisms
- K** Social Rewards & Social Preferences
- L** Risk & Uncertainty

Please note that the Poster Sessions are split in two sessions:

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POSTER SESSION 1

FRIDAY OCTOBER 5, 2018

A - ATTENTION

1-A-1 *The cost of cognitive control as a solution to the stability-flexibility dilemma*

Sebastian Musslick¹, Seong Jang¹, Michael Shvartsman¹, Amitai Shenhav², Jonathan Cohen¹
¹Princeton University, ²Brown University

1-A-2 *Modeling motivational influences on sustained attention*

Harrison Ritz¹, Joseph DeGutis², Michael Frank², Michael Esterman³, Amitai Shenhav¹
¹Brown University, ²Harvard University, VA, ³Boston University

B - EMOTION & AFFECT

1-B-3 *Exploring value-based encoding in the dorsomedial striatum*

Opeyemi Alabi¹, Marc Fuccillo¹
¹University of Pennsylvania

1-B-4 *Intuition as starting point bias in sequential sampling models of social decision making*

Fadong Chen¹, Ian Krajbich²
¹Zhejiang University, ²Ohio State University

1-B-5 *Neural, behavioral, and computational effects of effort discounting and fatigue in major depression*

Jessica Cooper¹, Brittany DeVries¹, David Zald², Michael Treadway¹
¹Emory University, ²Vanderbilt University

1-B-6 *Keep or switch: Modelling the context-dependent changes of introducing a default option to food choices.*

Samyukta Dore¹, Nicolette Sullivan¹, Alex Breslav¹, Scott Huettel¹
¹Duke University

1-B-7 *Model-free or muddled models in the two-stage task?*

Carolina Feher da Silva¹, Todd Hare¹
¹University of Zurich

1-B-8 *Dopamine modulates regret avoidance in economic choices*

Li Li¹, Qiong Wu¹, Jian Li¹
¹Peking University

1-B-9 *Differences in cognitive effort discounting and delay discounting processes*

Jacob Walter¹, Yoonseo Song¹, Maverick Grey¹, Suzanne Mitchell¹
¹Oregon Health & Science University

1-B-10 Genetic neurobehavioral differential susceptibility in valuation and foraging behavior: Insights from DRD4 field evidence in line with VmPFC/ACC dopamine mechanisms and agent-based model in the food domain

Laurette Dube¹, Andre Portella¹, Patricia Silveira¹, Daiva Nielsen¹, Spencer Moore², Jay DePasse³, Michael Meaney¹, James Kennedy⁴, Shawn Brown¹
¹McGill University, ²University of South Carolina, ³Carnegie Mellon University, ⁴University of Toronto

1-B-11 Simultaneous tracking of expressed and encoded opioid subjective reward value

Aaron Smith¹, Joshua Beckmann¹
¹University of Kentucky

1-B-12 Eye-tracking and computational modelling reveal novel insights into altruistic choice under time pressure.

Yi Yang Teoh¹, Ziqing Yao², Vignash Tharmaratnam¹, William Cunningham¹, Cendri Hutcherson¹
¹University of Toronto, ²South China Normal University

1-B-13 Dorsal anterior cingulate cortex encodes strategy updating in effort-based decision-making

Amanda Arulpragasam¹, Jessica Cooper¹, Makiah Nuutinen¹, Brittany DeVries¹, Michael Treadway¹
¹Emory University

1-B-14 Is attention mediating the memory bias in preferential choice?

Regina Weillbacher¹, Jörg Rieskamp¹, Ian Krajbich², Sebastian Gluth¹
¹University of Basel, ²Ohio State University

C - INDIVIDUAL & LIFESPAN DIFFERENCES

1-C-15 To run with the herd or not, electrophysiological dynamics predict preference change in crowdfunding

Lei Wang¹, Lu Li¹, Jiehui Zheng¹, Qiang Shen¹, Richard Ebstein²
¹Zhejiang University, ²National University of Singapore

D - FINANCE

1-D-16 Effort measured by pupil dilation predicts reappraisal success

Marcus Grueschow¹, Silvia Maier¹
¹University of Zürich

1-D-17 Cross-validation of measures of arousal and emotion as responses to natural scenes: Self-report, facial expression analysis, pupil size, skin conductance, and inter-beat interval

John Wesley Hutchinson¹, Robert Botto², Hoori Rafeian²
¹The Wharton School, ²Drexel University

1-D-18 The emotional marketplace: If money could buy love and happiness, how much would people pay for it?

Eric Juarez¹, Anny Dow², Eliana Armora Langoni¹, Sade Abiodun¹, June Gruber³, Gregory Samanez-Larkin¹
¹Duke University, ²Microsoft, ³University of Colorado Boulder

1-D-19 The neural basis of ambiguous unfairness in the Ultimatum Game

Giannis Lois¹, Eva Schneider¹, Aleksandra Kaurin¹, Michèle Wessa¹
¹University of Mainz

1-D-20 The influence of anger on strategic cooperative interactions

Alessandro Castagnetti¹, Sebastiano Massaro², Eugenio Proto³
¹Warwick University, ²Surrey University, ³Bristol University

F - INTERTEMPORAL DECISION-MAKING & SELF-CONTROL

1-F-21 Identifying the computational role of the TPJ for strategic social interactions

Arkady Konovalov¹, Christopher Hill¹, Jean Daunizeau², Christian Ruff¹
¹University of Zurich, ²Université Pierre et Marie Curie, Institut du Cerveau et de la Moelle épinière

1-F-22 The interaction of visual attention and cognitive reflection in interactive games

Joshua Zonca¹, Luca Polonio¹, Giorgio Coricelli²
¹University of Trento, ²University of Southern California

G - GAME THEORY & STRATEGIC INTERACTIONS

1-G-23 A large-scale comparison of raw cognitive task measures versus derived model parameters for individual difference analyses

Ayse Enkavi¹, Ian Eisenberg¹, Patrick Bissett¹, Russell Poldrack¹
¹Stanford University

1-G-24 Nucleus accumbens response to stimulant cues predicts relapse

Kelly MacNiven¹, Emily Jensen¹, Sarah Hudson¹, Keith Humphreys¹, Brian Knutson¹
¹Stanford University

1-G-25 Gaze pattern and pupil size reveal the mechanisms underlying loss aversion decisions

Arjun Ramakrishnan¹, Feng Sheng¹, Darsol Seok¹, Puti Cen¹, Samuel Thelaus¹, Michael Platt¹
¹University of Pennsylvania

H - LEARNING & MEMORY

1-H-27 *Assessing temporal relationships on an internally simulated timeline of the future*

Stuart Babcock¹, Marc Howard¹, Joseph McGuire¹
¹Boston University

1-H-28 *Impaired calibration of voluntary persistence in depression and attempted suicide*

Alexandre Dombrovski¹, Michael Hallquist², Katalin Szanto¹, Joseph McGuire³
¹University of Pittsburgh, ²Penn State University, ³Boston University

1-H-29 *Intertemporal choice is affected by attribute range.*

Benjamin Smith¹, Eustace Hsu¹, Olivia De Santis¹, Max Ibrahimzade¹, Xiaobei Zhang¹, John Monterosso¹
¹University of Southern California

1-H-30 *What do laboratory measures of self-control in the monetary domain tell us about self-control for healthy and unhealthy food rewards?*

Xueting Wang¹, Stephen Cheung¹, Agnieszka Tymula¹
¹University of Sydney

I - VALUATION & VALUE SYSTEMS

1-I-31 *The effects of evidence accumulation on incidental memory*

Abigail Hsiung¹, John Pearson¹, Scott Huettel¹
¹Duke University

1-I-32 *The value of choice facilitates subsequent memory with age*

Perri Katzman¹, Catherine Hartley¹
¹New York University

1-I-33 *Strategic encoding of useful information across development*

Kate Nussenbaum¹, Euan Prentis¹, Catherine Hartley¹
¹New York University

1-I-34 *Learning from reward feedback in high-dimensional environments*

Shiva Farashahi¹, Venice Nomof¹, Zohra Aslami¹, Alireza Soltani¹
¹Dartmouth College

1-I-35 *Rational (in)attention in observational learning*

Luca Polonio¹, Alexander Vostroknutov¹, Joshua Zonca¹, Giorgio Coricelli²
¹University of Trento, ²University of Southern California

J - CHOICE & CHOICE MECHANISMS

1-J-36 *Stealing a win: Social influences on risk taking correlate with theft*

McKell Carter¹, Kim Fairley¹, Jacob Parelman²
¹University of Colorado Boulder, ²University of Pennsylvania

1-J-37 *Acute stress exposure yields no effect on risk or ambiguity preferences in the loss or gain domain*

Lewis Leone¹, Candace Raio¹, Benjamin Lu¹, Michael Grubb², Paul Glimcher¹
¹New York University, ²Trinity College

1-J-38 *The effect of ambiguity on treatment choices across four physician specialties*

Andrew Pilecki¹, Ruonan Jia², Austin Anderson², Dani Heywood¹, Ifat Levy²
¹Branding Science, ²Yale University

1-J-39 *A circuit-level model of reward learning under uncertainty*

Alireza Soltani¹, Shiva Farashahi¹, Alicia Izquierdo²
¹Dartmouth College, ²UCLA

1-J-40 *The risky brain: Local morphometry and degree centrality as neural markers of psychometrically-derived risk preference factors*

Loren Tisdall¹, Renato Frey¹, Andreas Horn², Dirk Ostwald³, Lilla Horvath³, Andreas Pedroni⁴, Felix Blankenburg³, Jörg Rieskamp¹, Ralph Hertwig⁵, Rui Mata¹
¹University of Basel, ²Charité University Medicine, ³Free University of Berlin, ⁴University of Zurich, ⁵Max Planck Institute for Human Development

K - SOCIAL REWARDS & SOCIAL PREFERENCES

1-K-41 *Choosing for another: Social context changes computational mechanisms of risky decision-making*

Dominic Fareri¹, Peter Sokol-Hessner²
¹Adelphi University, ²University of Denver

1-K-42 *Influences of social psychopathology on social valuation and behavior*

Ekaterina Goncharova¹, Adrianna Jenkins¹, Ming Hsu²
¹University of Pennsylvania, ²University of California, Berkeley

1-K-43 *Cognitive and neural mechanisms of exerting social influence*

Uri Hertz¹
¹University of Haifa

1-K-44 *Modulation of social conformity and confirmation bias with transcranial direct current stimulation: A preliminary study*

Yi Huang¹, Shaian Jia Min Lim¹, Rongjun Yu¹
¹National University of Singapore

1-K-46 Behaviour and neural correlates in an implicit confidence task

Tobias Larsen¹, Doris Pischetta¹, Giorgio Coricelli²
¹University of Trento, ²University of Southern California

1-K-47 Social norms, self-enhancement, and genes; the role of dopaminergic, serotonergic, and oxytocinergic genes in self-construal

Steven Shaw¹, Ming Hsu², Shinobu Kitayama¹, Carolyn Yoon¹
¹University of Michigan, ²University of California, Berkeley

1-K-48 The effect of financial and social incentives on cooperation and its underlying neural mechanisms

Leticia Micheli¹, Mirre Stallen², Alan Sanfey³
¹Maastricht University, ²Leiden University, ³Donders Institute

1-K-49 A neurocomputational account of corruption

Yang Hu¹, Chen Qu², Jean-Claude Dreher¹
¹CNRS, Institut des Sciences Cognitives Marc Jeannerod, ²South China Normal University

L - RISK & UNCERTAINTY

1-L-50 Choice-induced value change: Evidence for value construction

Akram Bakkour¹, Ariel Zylberberg¹, Michael Shadlen², Daphna Shohamy¹
¹Columbia University, ²Columbia University & HHMI

1-L-51 How do predicted and experienced utilities for food relate to body mass?

Susanna Gobbi¹, Susanna Weber¹, Alexander Soutschek¹, Gwendolyn Graf¹, Daria Hinz¹, Nori Geary¹, Todd Hare¹, Philippe Tobler¹, Lori Asarian¹, Brigitte Leeners¹
¹University of Zurich

1-L-52 fMRI study of non-reinforced behavioral change for faces

Tom Salomon¹, Rotem Botvinik-Nezer¹, Shiran Oren¹, Tom Schonberg¹
¹Tel Aviv University

1-L-53 Neural underpinnings of value-guided choice during auction tasks: An eye-fixation related potentials study

John Tyson-Carr¹, Vicente Soto¹, Katerina Kokmotou¹, Hannah Roberts¹, Nicholas Fallon¹, Adam Byrne¹, Timo Giesbrecht², Andrej Stancak¹
¹University of Liverpool, ²Unilever

1-L-54 The neural mechanisms of anchoring effects on willingness-to-pay

Sangsuk Yoon¹, Nathan Fong², Vinod Venkatraman³
¹University of Dayton, ²Rutgers University, ³Temple University

1-L-55 Adaptive choice stochasticity is a function of adapting value sensitivity in monkey orbitofrontal cortex

Jan Zimmermann¹, Paul Glimcher¹, Kenway Louie¹
¹New York University

1-L-56 Parsing medial prefrontal cortex: A joint meta-analytic and graph-theoretic approach

Claudio Toro-Serey¹, Joseph McGuire¹
¹Boston University

1-J-57 Predicting risk attitudes from the precision of mental number representation

Miguel Barretto Garcia¹, Marcus Grueschow¹, Rafael Polania², Michael Woodford³, Christian Ruff¹
¹University of Zurich, ²ETH Zurich, ³Columbia University

POSTER SESSION 2

SATURDAY OCTOBER 6, 2018

A - ATTENTION

2-A-1 *A mechanistic foundation of the role of attention in the framing effect*

Gaia Lombardi¹, Andres Mitsumasu¹, Todd Hare¹, Ernst Fehr¹
¹University of Zurich

B - EMOTION & AFFECT

2-B-2 *Exploring the role of orbitofrontal cortex function in drug-related decision-making*

Seth Batten¹, Jonathan Chow¹, Joshua Beckmann¹
¹University of Kentucky

2-B-3 *Evidence accumulation and optimal stopping in stochastic economic choice: Challenging the DDM*

Stefan Bucher¹, Paul Glimcher¹
¹New York University

2-B-4 *Linking trial-by-trial variability in computational models to neural data via Leave-One-Trial-Out (LOTO)*

Sebastian Gluth¹, Nachshon Meiran²
¹University of Basel, ²Ben-Gurion University of the Negev

2-B-5 *Integrating reinforcement learning and matching theory to understand motivational vigor: A new computational model of free operant learning*

Michael Hallquist¹, Zita Oravecz¹, Alexandre Dombrovski²
¹Penn State University, ²University of Pittsburgh

2-B-6 *Insulin as a key bridge along the gut brain axis modulation of neurobehavioral processes and real-world behavior: Insights from a field study on neuropsychological performance in 6-12 years old Indian children*

Andre Portella¹, Patricia Silveira¹, Robert Levitan², Daiva Nielsen¹, Catherine Paquet³, Narendra Arora⁴, Laurette Dube¹
¹McGill University, ²University of Toronto, ³University of South Australia, ⁴Inclen Trust

2-B-7 *Efficient encoding of numbers explains biased judgments*

Arthur Prat-Carrabin¹, Brian Ho¹, Michael Woodford¹
¹Columbia University

2-B-8 *Goal-directed temporal modulation of probabilistic decision-making: The roles of the VMPFC and hippocampus*

Kurt Braunlich¹, Carol Seger²
¹University College London, ²Colorado State University

2-B-9 *Product vs. packaging decomposing the distinction between perceptual and value-based decisions*

Stephanie Smith¹, Ian Krajbich¹
¹Ohio State University

2-B-10 *The role of motivational systems in dissecting the neural correlates of ambidextrous decision making*

Nai-Shing Yen¹, Ting-Ting Chang¹, Carol Yeh-Yun Lin¹, Danchi Tan¹, Ying-Ching Chen¹
¹National Chengchi University

2-B-11 *Predicting memory-based decisions using semantic fluency and preferences*

Zhihao Zhang¹, Aniruddha Nrusimha¹, Andrew Kayser², Ming Hsu¹
¹University of California, Berkeley, ²University of California, San Francisco

C - INDIVIDUAL & LIFESPAN DIFFERENCES

2-C-12 *Effects of commercial break interruption on EEG frontal alpha asymmetry and program recall rate*

Seungji Lee¹, Eunbi Seomoon¹, Taejun Lee¹, Jongsu Kim¹, Taeyang Yang¹, Sung-Phil Kim¹
¹Ulsan National Institute of Science and Technology

2-C-13 *Consumer privacy tradeoffs: Neural mechanisms underlying privacy calculus*

Crystal Reeck¹, Angelika Dimoka¹, Paul Pavlou¹, Anthony Resnick¹, Xue Guo¹
¹Temple University

2-C-14 *Brand empathy: Do consumers really care about the fate of companies?*

Feng Sheng¹, Michael Platt¹
¹University of Pennsylvania

2-C-15 *Investigation of neural responses to commonly appreciated service-to-service brand extension*

Taeyang Yang¹, Seungji Lee¹, Eunbi Seomoon¹, Sung-Phil Kim¹
¹Ulsan National Institute of Science and Technology

D - FINANCE

2-D-16 *Noradrenergic arousal in affective conflict-control*

Marcus Grueschow¹, Christian Ruff¹, Birgit Kleim¹
¹University of Zürich

2-D-17 *Post-terror affect bluntness: Terror-induced, stressful life events blunted arousal reactivity and impaired affect integration in subsequent aesthetic evaluations*

Aiqing Ling¹, Tobias Kalenscher², Hilke Plassmann¹
¹INSEAD, ²Heinrich Heine University Düsseldorf

2-D-18 Correlation reducer (CoRed): A computational method to transform correlated variables into uncorrelated variables

Tim Wan¹, Sebastiano Massaro²

¹Warwick University, ²Surrey University

2-D-19 Apology or explanation: Which one is more effective for redeeming negative online reviews – based on a fMRI experiment

Yan Wan¹, Yu Pan², Hengyi Rao³

¹Beijing University of Posts and Telecommunications, ²Shanghai International Studies University, ³University of Pennsylvania

E - CONSUMER BEHAVIOR & MARKETING

2-E-20 Arousal and attention in dynamic investment decisions

Xiaomeng Zhang¹, Alec Smith¹

¹Virginia Tech

F - INTERTEMPORAL DECISION-MAKING & SELF-CONTROL

2-F-21 Using a two-player interactive game to study strategic competition, its neuronal correlates, and the effects of a third observer

Yaoguang Jiang¹, Michael Platt¹

¹University of Pennsylvania

2-F-22 Understanding cooperation as a social strategy

Wei Song Ong¹, Seth Madlon-Kay¹, Sam Larson¹, Michael Platt¹

¹University of Pennsylvania

G - GAME THEORY & STRATEGIC INTERACTIONS

2-G-24 Sex differences in effort discounting in late middle-age but not younger adulthood

Eliana Armora Langoni¹, Jaime Castrellon¹, Jessica Cooper², Christopher Smith³, David Zald³, Gregory Samanez-Larkin¹

¹Duke University, ²Emory University, ³Vanderbilt University

2-G-25 Reciprocal fairness, punishment and reward in 2nd and 3rd party interactions.

Marcello Negrini¹, Leticia Micheli¹, Teresa Schuhmann¹, Arno Riedl¹

¹Maastricht University

2-G-26 Borderline personality and perceived trustworthiness of others modulates learning mechanisms in social trust exchange

Alison Schreiber¹, Alexandre Dombrowski², Polina Vanyukov², Michael Hallquist¹

¹Pennsylvania State University, ²University of Pittsburgh

2-G-27 Effects of age and gender on risk-taking across the life span

Ke Zhao¹, Yao Deng², Zhuo Fang², Hengyi Rao¹

¹University of Pennsylvania, ²Laboratory of Applied Brain and Cognitive Sciences, Shanghai International Studies University

H - LEARNING & MEMORY

2-H-28 Parsing the role of dopamine in reward discounting and subjective valuation

Jaime Castrellon¹, Gregory Samanez-Larkin¹

¹Duke University

2-H-29 Two paths to patience: Individual differences in deliberate, but not automatic, intertemporal choice predict model-based planning in humans

Lindsay Hunter¹, Aaron Bornstein¹, Catherine Hartley²

¹Princeton University, ²New York University

2-H-30 The cost of cognitive control and the balance of random versus directed exploration

Laura Bustamante¹, Allison Burton¹, Augustus Baker², Amitai Shenhav³, Nathaniel Daw¹, Jonathan Cohen¹

¹Princeton University, ²University of Delaware, ³Brown University

2-H-31 Neural evidence that delayed rewards are less concrete

Sangil Lee¹, Trishala Parthasarathi¹, Joseph Kable¹

¹University of Pennsylvania

2-H-32 Temporal adaptation of decision-making patterns in delay-discounting bundles

Evgeniya Lukinova¹, Brianna Fu², Danielle John³, Jeffrey Erlich¹

¹NYU Shanghai, ²NYU, ³CUNY Hunter College

2-H-33 The neural mechanisms of self-deception

Dongmei Mei¹, Wenjian Zhang¹, Ding-Guo Gao¹, Lijun Yin¹

¹Sun Yat-sen University

2-H-34 Would you like fries with that? Modeling the default effect in dietary choice

Nicolette Sullivan¹, Samyukta Dore¹, Alex Stine¹, Scott Huettel¹

¹Duke University

2-H-35 Neuromodulatory and structural substrate of intertemporal choices in younger and older adults

Benjamín Garzón¹, Zeb Kurth-Nelson², Jan Axelsson³, Katrine Riklund³, Lars Bäckman¹, Lars Nyberg³, Marc Guitart-Masip¹

¹Karolinska Institute, ²UCL, ³Umeå University

I - VALUATION & VALUE SYSTEMS

2-I-36 *Adolescent-specific attenuation of Pavlovian constraints on instrumental learning*

Hillary Raab¹, Shivani Hiralal¹, Catherine Hartley¹
¹New York University

2-I-37 *Adult age differences in d-AMPH effects on model-based learning*

Kendra Seaman¹, Christopher Smith², David Zald², Nathaniel Daw³, Gregory Samanez-Larkin¹
¹Duke University, ²Vanderbilt University, ³Princeton University

2-I-38 *Negative prediction error looms larger than positive prediction error*

Jingwei Sun¹, Jian Li¹
¹Peking University

J - CHOICE & CHOICE MECHANISMS

2-J-40 *Crowdsourced science: Analyzing variability in data analysis in neuroscience*

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Zoe Guttman¹, Dara Ghahremani¹, Chelsea Robertson¹, Kenji Ishibashi¹, Kyogi Okita¹, Mark Mandelkern², Edythe London¹
¹University of California, Los Angeles, ²Veterans Administration of Greater Los Angeles

2-J-42 *Gender differences in optimism biases during ambiguous decision-making*

Uma Karmarkar¹, Ekaterina Prokhorova¹
¹UCSD

2-J-43 *Influence of observation on other-regarding attitude: A computational exploration*

Folco Panizza¹, Alexander Vostroknutov¹, Giorgio Coricelli²
¹University of Trento, ²University of Southern California

2-J-44 *Greed personality predicts loss aversion through the neural activity in mOFC*

Weiwei Li¹, Jian Li²
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Hayley Roper¹, Peter Sokol-Hessner¹
¹University of Denver

2-J-46 *Why do decision makers reject low-stake positive-expected-value gambles?*

Wenjia Joyce Zhao¹, Lukasz Walasek², Sudeep Bhatia¹
¹University of Pennsylvania, ²University of Warwick

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Nicholas Angelides¹, Max Good¹, Ming Hsu¹
¹University of California, Berkeley

2-K-49 *Flexibly integrating contextual inequality in fairness decisions*

Inge Huijsmans¹, Flavia Arnese¹, Alan Sanfey¹
¹Donders Institute

2-K-50 *Integration of social information and value by superior temporal sulcus (STS) neurons in monkeys trading in a simulated stock market*

Annamarie Huttunen¹, Michael Platt¹
¹University of Pennsylvania

2-K-51 *Neuromodulation of other-regarding preferences via HD-tDCS over the right temporoparietal junction*

Flora Li¹, Sheryl Ball¹, Xiaomeng Zhang¹, Alec Smith¹
¹Virginia Tech

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Philip Pärnamets¹, Tobias Granwald², Andreas Olsson²
¹New York University, ²Karolinska Institutet

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Hui-Kuan Chung¹, Jan Zimmermann¹, Agnieszka Tymula², Paul Glimcher¹
¹New York University, ²University of Sydney

2-L-54 *Decision process improvement based on behavioral experiments of multi-attribute choices with graphical visualization*

Adiel de Almeida¹, Lucia Reis Roselli¹, Ana Paula Cabral Costa¹, Juliana Maria Gonçalves¹
¹Universidade Federal de Pernambuco

2-L-55 *The automatic evaluation of price: An EEG study*

Dezwaef Jasper¹, Davide Rigoni², Marcel Brass¹
¹Ghent University, ²Profacts

2-L-56 *Deep-EEG: Decoding valuations from neural activity to predict consumer preferences*

Adam Hakim¹, Dino Levy¹
¹Tel Aviv University

2-L-57 Neural mechanisms underlying effortful persistence

Lauren Patrick¹, Kevin Anderson¹, David Gruskin¹, Avram Holmes¹

¹Yale University

2-L-58 Representation of subjective value for self and other agents in the dorsal anterior cingulate cortex is consistent across tasks and predicts social attitudes

Matthew Piva¹, Kayla Velnoskey¹, Ruonan Jia¹, Amrita Nair¹, Ifat Levy¹, Steve Chang¹

¹Yale University

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Romy Frömer¹, Carolyn Dean Wolf¹, Amitai Shenhav¹

¹Brown University

2-L-60 No pain no gain: Neural correlates of decision-making about pain

Hocine Slimani¹, Pierre Rainville², Mathieu Roy¹

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Matthew Bachman¹, Lingling Wang², Marissa Gamble³, Marty Woldorff¹

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Romy Frömer¹, Amitai Shenhav¹

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3-B-3 Behavioral experiments associating calculus and video music listening activities with the decision process with multi-attribute context

Ana Paula Cabral Costa¹, Adiel de Almeida¹, Danielle Morais¹, Lucia Reis Roselli¹, Anderson Lucas Lima da Silva¹, Leydiana Pereira¹, Juliana Maria Gonçalves¹

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Geraldine Gvozdanovic¹, Raffaello Papagni¹, Lydia Hellrung¹, Thorsten Kahnt², Boris Quednow¹, Philippe Tobler¹

¹University of Zurich, ²Northwestern University

3-B-5 How values change during sequential information sampling in multiple option choices

Chen Hu¹, Philippe Domenech², Mathias Pessiglione²

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Liz Izakson¹, Dino Levy¹

¹Tel-Aviv University

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Evan Hart¹, Garrett Blair¹, H.Tad Blair¹, Alicia Izquierdo¹

¹UCLA

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Douglas Lee¹, Jean Daunizeau²

¹Sorbonne University, ²Ecole des Neurosciences

3-B-9 *Is cognitive effort painful? Investigating choices between physical pain and cognitive effort*

Todd Vogel¹, Ross Otto¹, Mathieu Roy¹
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Ariel Zylberberg¹, Daniel Wolpert², Michael Shadlen²
¹Columbia University, ²Columbia University & HHMI

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¹Duke University, ²Malekpour & Ball Litigation Consulting, ³University of Colorado Boulder

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Dianna Amasino¹, Jack Dolgin¹, Scott Huettel¹
¹Duke University

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Eunbi Seomoon¹, Sora Jung¹, Taeyang Yang¹, Seungji Lee¹, Jacob Lee¹, Sung-Phil Kim¹
¹Ulsan National Institute of Science and Technology

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Feng Sheng¹, Michael Platt¹
¹University of Pennsylvania

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Lester Tong¹, Yavuz Acikalin¹, Baba Shiv¹, Brian Knutson²
¹Stanford, ²Stanford University

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Shen Bo¹, Chen Yang¹, Zhou Xiaolin¹
¹Peking University

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Anna Konova¹, Silvia Lopez-Guzman¹, Celine Ifrah², Nidhi Banavar¹, Kenway Louie¹, John Rotrosen³, Paul Glimcher¹
¹New York University, ²University of Pennsylvania, ³New York University School of Medicine

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Anastasia Shuster¹, Lilah Inzelberg¹, Ori Ossmy², Liz Izakson¹, Yael Hanein¹, Dino Levy¹
¹Tel Aviv University, ²New York University

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Mia Borzello¹, Alexander Beagle¹, Ali Zahir¹, Joel Kramer¹, Winston Chiong¹
¹University of California, San Francisco

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Qingtian Mi¹, Cong Wang¹, Xuemei Fu¹, Jiahong Gao¹, Lusha Zhu¹
¹Peking University

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Kelsey McDonald¹, William Broderick², Scott Huettel¹, John Pearson¹
¹Duke University, ²New York University

3-F-23 *Persecutory decision-making in psychosis patients playing the Minnesota Trust Game*

Rebecca Kazinka¹, Danielle Pratt¹, Anita Kwashie¹, Saara Ameri¹, A. David Redish¹, Angus MacDonald¹
¹University of Minnesota

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Gail Rosenbaum¹, Hannah Grassie¹, Catherine Hartley¹
¹New York University

3-G-25 *Reversing typical framing biases predicts self-reported psychopathy: A fuzzy-trace theory approach*

Christos Panagiotopoulos¹, Valerie Reyna¹, Yuval Erez¹, Shuting Lu¹, Kiara Thompson¹, Renee Williamson¹
¹Cornell University

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Jenifer Siegel¹, Suzy Estrada², Arielle Baskin Sommers², Molly Crockett²
¹University of Oxford, ²Yale University

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Sade Abiodun¹, Kendra Seaman¹, Claudia Puttinger², Rui Mata², Gregory Samanez-Larkin¹

¹Duke University, ²University of Basel

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Yu Pan¹, Yujia Wu², Sihua Xu¹, Yujia Sui², Fang Wang¹, Li Gao¹, Yan Wan², Hengyi Rao³

¹Shanghai International Studies University, ²Beijing University of Posts and Telecommunications, ³University of Pennsylvania

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Chiara Pastore¹, Agnieszka Tymula¹, Stefanie Schurer¹

¹University of Sydney

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Fang Wang¹, Xin Wang¹, Sihua Xu¹, Hengyi Rao², Yu Pan¹

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Alexandre Filipowicz¹, Christopher Glaze¹, Kamesh Krishnamurthy², Joseph Kable¹, Joshua Gold¹

¹University of Pennsylvania, ²Simons Institute for the Theory of Computing

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Chang-Hao Kao¹, Ankit Khambhati¹, Danielle Bassett¹, Joshua Gold¹, Joseph Kable¹

¹University of Pennsylvania

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Peter Kraemer¹, Laura Fontanesi¹, Mikhail Spektor², Sebastian Gluth¹

¹University of Basel, ²University of Freiburg

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Sebastiano Massaro¹, Tim Wan², Rossana Castaldo², Andra Serban³, Leandro Pecchia²

¹Surrey University, ²Warwick University, ³Virginia Commonwealth University

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Joshua Zonca¹, Giorgio Coricelli², Luca Polonio¹

¹University of Trento, ²University of Southern California

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Peter Bossaerts¹, Harvey Huang¹, Nitin Yadav¹

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Christine Constantinople¹, Alex Piet¹, Peter Bibawi¹, Athena Akrami¹, Charles Kopec¹, Carlos Brody¹

¹Princeton University

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Mikella Green¹, Camelia Kuhnen², Gregory Samanez-Larkin¹

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Jen-Hau Yang¹, Ruey-Ming Liao¹

¹National Cheng-Chi University

3-J-40 *Effects of estradiol on risk aversion and loss aversion in men*

Annabel Losecaat Vermeer¹, Lei Zhang², Christoph Eisenegger¹

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3-J-41 *Effects of nicotine abstinence and presence on striatal function at rest and during risk taking*

Zhuo Fang¹, Teresa Franklin¹, Ning Ma¹, John Detre¹, Hengyi Rao¹

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Mohsen Rakhshan¹, Benjamin Hayden², Alicia Izquierdo³, Alireza Soltani¹

¹Dartmouth College, ²University of Minnesota, ³UCLA

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Kristin Brethel-Haurwitz¹, Joseph Kable¹

¹University of Pennsylvania

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Chen Qu¹, Yang Hu², Zixuan Tang¹, Jean-Claude Dreher²

¹South China Normal University, ²CNRS, Institut des Sciences Cognitives Marc Jeannerod

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Joseph Marks¹, Philipp Czech¹, Tali Sharot¹

¹University College London

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Leticia Micheli¹, Sanae Okamoto-Barth¹, Rainer Goebel¹, Arno Riedl¹

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3-K-47 First-order beliefs are encoded in “Theory of Mind” brain regions during altruistic choice

Ian Roberts¹, Anita Tusche², Cendri Hutcherson¹

¹University of Toronto, ²Caltech

3-K-48 Defeat, cheating, and status-boosting in narcissism and depression

Anna Szucs¹, Katalin Szanto², Jade Adalbert³, Luke Clark³, Alexandre Dombrovski²

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3-K-49 Oxytocin modulates amygdala-prefrontal connectivity during social learning for both ingroup and outgroup

Minhee Yoo¹, Sunhae Sul¹, Eun Young Kim², Minwoo Lee³, Kyungok Lim⁴, Na Young Shin⁵, Sung Nyun Kim⁴, Jun Soo Kwon⁶, Hackjin Kim⁷

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Rahul Bhui¹, Samuel Gershman¹

¹Harvard University

3-L-51 Biased belief updating and suboptimal choice in foraging decisions

Neil Garrett¹, Nathaniel Daw¹

¹Princeton University

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Nadège Bault¹, Stefano Palminteri², Virginia Aglieri³, Giorgio Coricelli⁴

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Michelle Chiu¹, Tommy Ng¹, Lauren Alloy¹, David Smith¹

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3-L-54 The role of the mentalizing network in model-based decision-making

Amber Heijne¹, Arno Riedl¹

¹Maastricht University

3-L-55 A quantitative approach to political preference valuation and change

Benjamin Lu¹, Jan Zimmermann¹, Paul Glimcher¹

¹New York University

3-L-56 Behavioral experiments to investigate preference elicitation of scale constants in multi-attribute value theory

Danielle Morais¹, Adiel de Almeida¹, Leydiana Pereira¹, Anderson Lucas Lima da Silva¹, Juliana Maria Gonçalves¹

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3-L-57 Explicit value cues alter the decision process

Blair Shevlin¹, Stephanie Smith¹, Jan Hausfeld², Ian Krajbich¹

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3-L-58 Neural mechanisms of motivational incentive integration and cognitive control

Debbie Yee¹, Todd Braver¹

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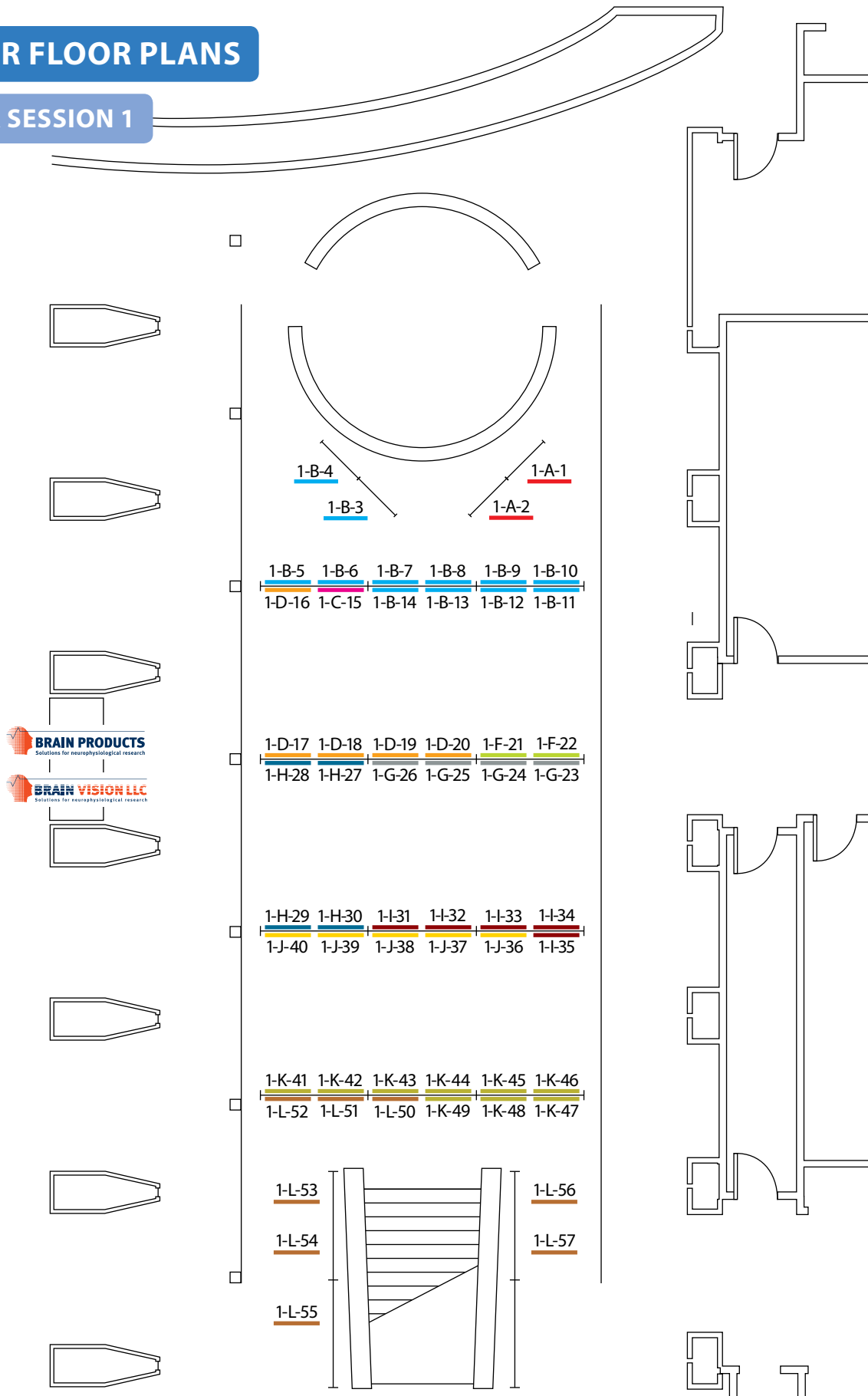
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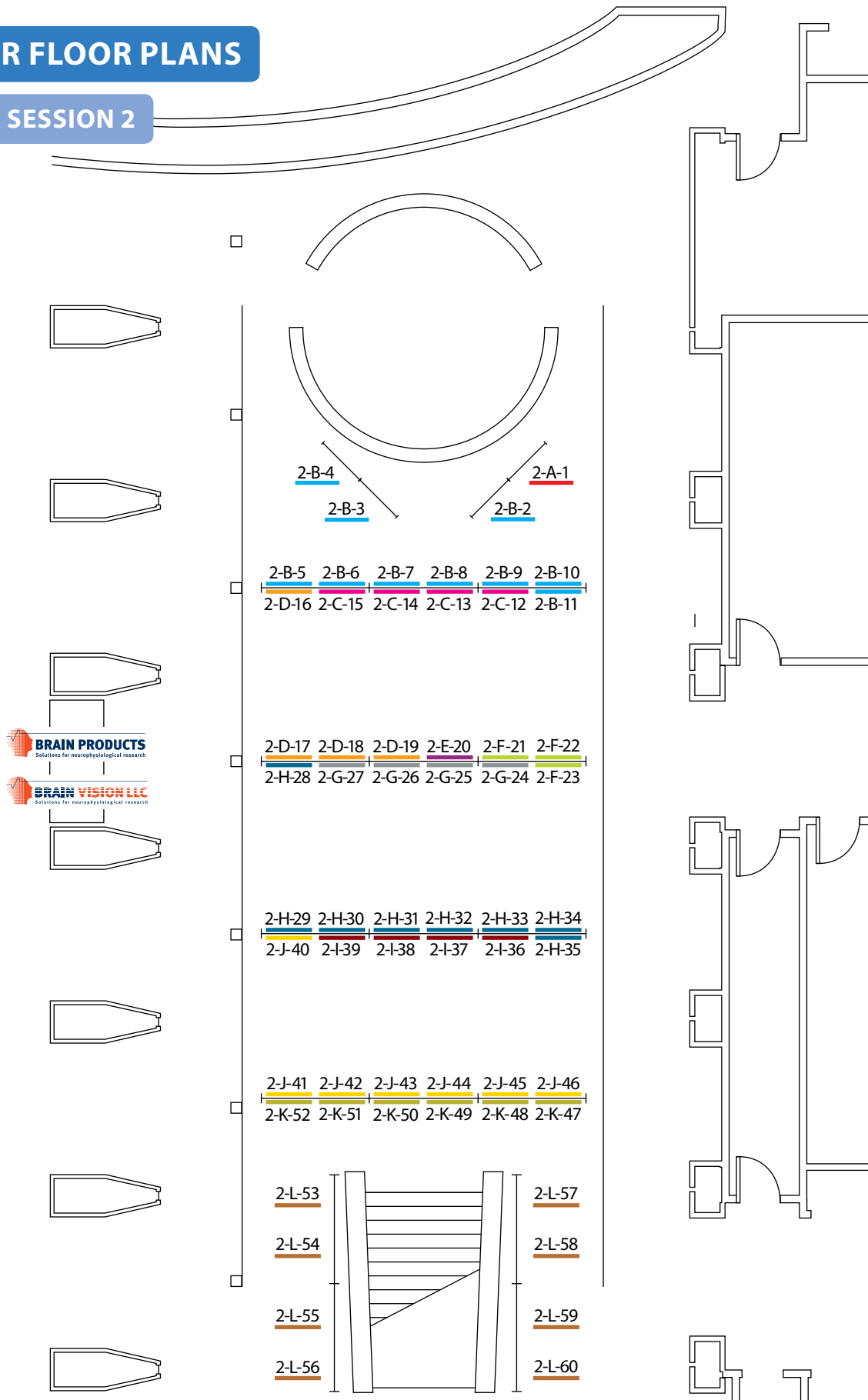


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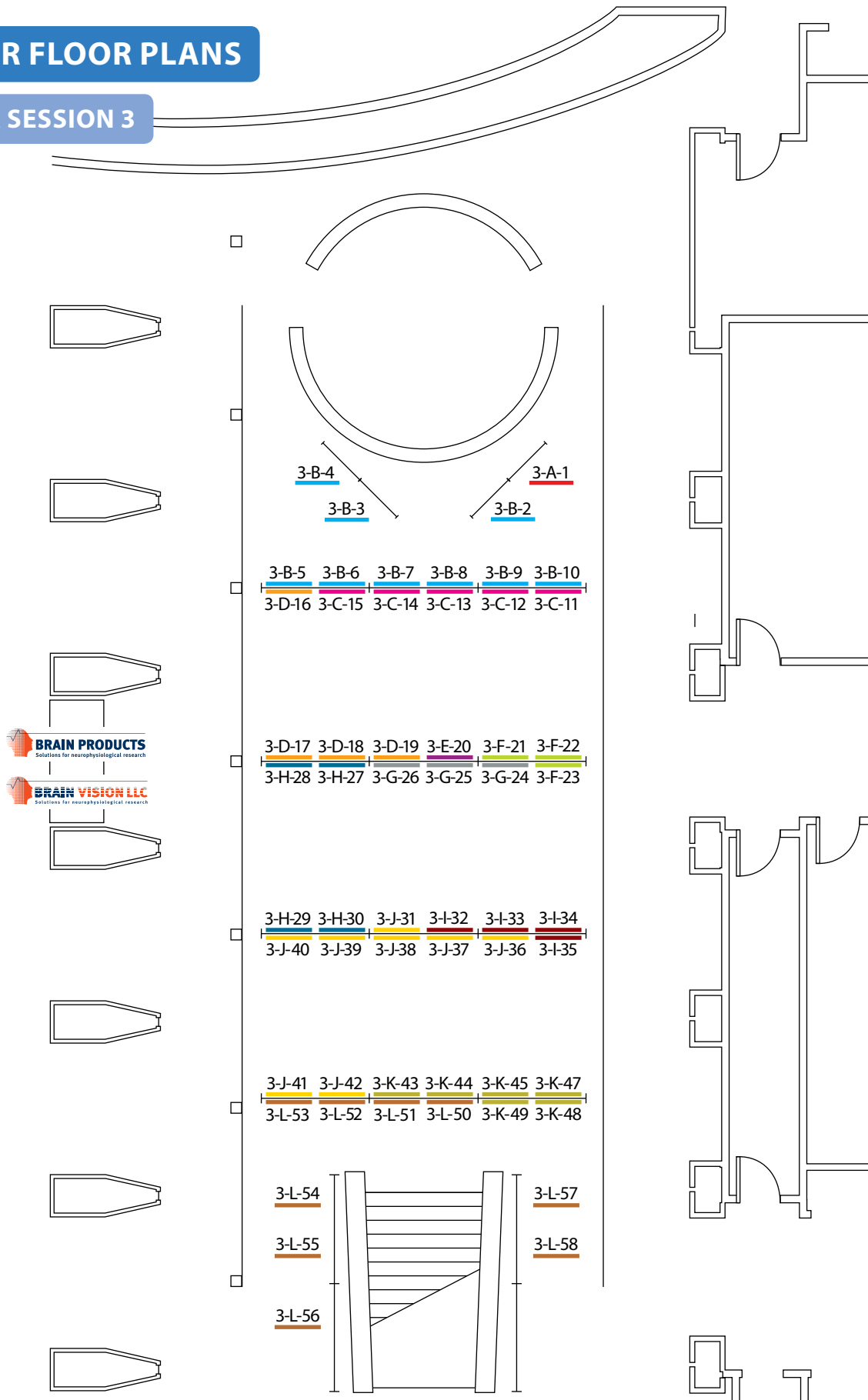
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