



Society for  
**NeuroEconomics**  
NEUROSCIENCE • PSYCHOLOGY • ECONOMICS



**16<sup>th</sup>**  
**Annual Meeting**  
Philadelphia, USA

**October 5 – 7, 2018**

**The Wharton School**  
at the University of Pennsylvania

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

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

### BOARD OF DIRECTORS

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**Kenway Louie**, *New York University*

**Arno Riedl**, *Maastricht University*



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

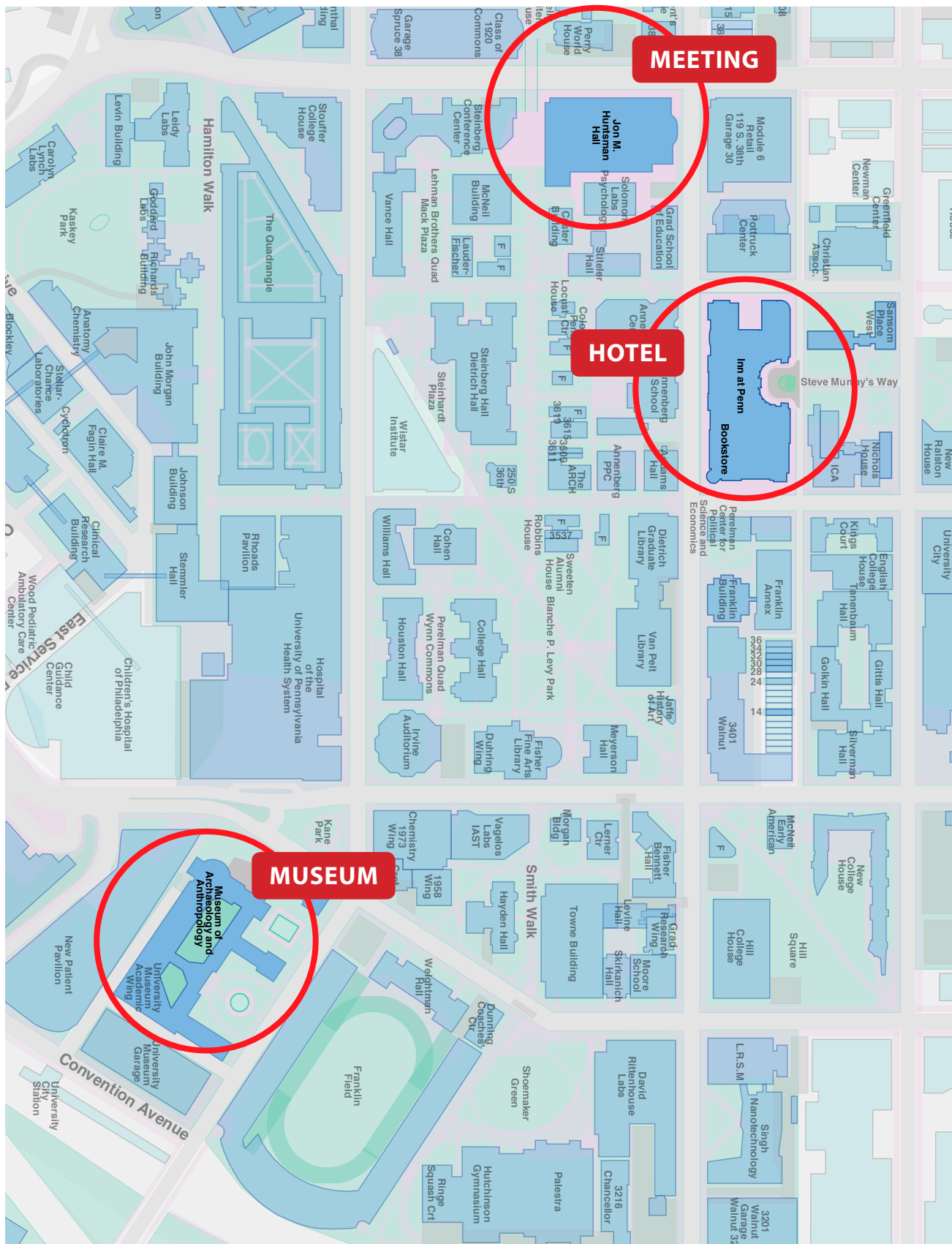
Session Time: 10:50 – 14:00 **Tear Down: 17:00**

#### 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*

### CONGRATULATIONS



## 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](http://www.winterbrain.org) | Contact: [info@winterbrain.org](mailto: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.

# 7<sup>th</sup> 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

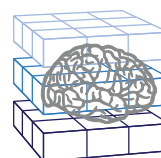






## 17th Annual Meeting October 4-6, 2019

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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## DETAILED PROGRAM

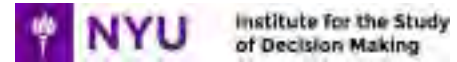
FRIDAY, OCTOBER 5

### 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 Lempert<sup>1</sup>, David Wolk<sup>1</sup>, Joseph Kable<sup>1</sup>  
<sup>1</sup>University of Pennsylvania

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

Candace Raio<sup>1</sup>, Paul Glimcher<sup>1</sup>  
<sup>1</sup>New York University

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

Nicolette Sullivan<sup>1</sup>, Scott Huettel<sup>1</sup>  
<sup>1</sup>Duke University

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

Ana Cubillo<sup>1</sup>, Henning Mueller<sup>2</sup>, Daniel Schunk<sup>3</sup>, Ernst Fehr<sup>1</sup>, Todd Hare<sup>1</sup>  
<sup>1</sup>University of Zurich, <sup>2</sup>Norwegian School of Economics, <sup>3</sup>Johannes 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 Musslick<sup>1</sup>, Seong Jang<sup>1</sup>, Michael Shvartsman<sup>1</sup>, Amitai Shenhav<sup>2</sup>, Jonathan Cohen<sup>1</sup>  
<sup>1</sup>Princeton University, <sup>2</sup>Brown University

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

Claudio Toro-Serey<sup>1</sup>, Joseph T. McGuire<sup>1</sup>  
<sup>1</sup>Boston University

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

Amanda Arulpragasam<sup>1</sup>, Jessica Cooper<sup>1</sup>, Makiah Nuutinen<sup>1</sup>, Brittany DeVries<sup>1</sup>, Michael Treadway<sup>1</sup>  
<sup>1</sup>Emory University

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

Yang Hu<sup>1</sup>, Chen Qu<sup>2</sup>, Jean-Claude Dreher<sup>1</sup>  
<sup>1</sup>CNRS, Institut des Sciences Cognitives Marc Jeannerod, <sup>2</sup>South China Normal University

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

Regina Weilbacher<sup>1</sup>, Jörg Rieskamp<sup>1</sup>, Ian Krajbich<sup>2</sup>, Sebastian Gluth<sup>1</sup>  
<sup>1</sup>University of Basel, <sup>2</sup>Ohio State University

**10:50 – 14:00 Poster Session I**



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)



Room: G-06  
(Auditorium)

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



**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**

sponsored by:



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 Harris<sup>1</sup>, Aleena Young<sup>1</sup>**  
<sup>1</sup>Claremont McKenna College

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

**Ryan Webb<sup>1</sup>, Nitin Mehta<sup>1</sup>, Ifat Levy<sup>2</sup>**  
<sup>1</sup>University of Toronto, <sup>2</sup>Yale University

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

**Bilal Bari<sup>1</sup>, Cooper Grossman<sup>1</sup>, Emily Lubin<sup>1</sup>, Adithya Rajagopalan<sup>1</sup>, Jianna Cressy<sup>1</sup>, Jeremiah Cohen<sup>1</sup>**  
<sup>1</sup>Johns Hopkins University

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

**Wan-Yu Shih<sup>1</sup>, Chien-Chen Chou<sup>2</sup>, Jeng-Ren Duann<sup>3</sup>, Cheng-Chia Lee<sup>2</sup>, Shih-Chieh Lin<sup>1</sup>, Hsiang-Yu Yu<sup>2</sup>, Paul Glimcher<sup>4</sup>, Shih-Wei Wu<sup>1</sup>**  
<sup>1</sup>National Yang-Ming University, <sup>2</sup>Taipei Veterans General Hospital, <sup>3</sup>National Central University, <sup>4</sup>New 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 Jiang<sup>1</sup>, Michael Platt<sup>1</sup>

<sup>1</sup>University of Pennsylvania

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

Benjamín Garzón<sup>1</sup>, Zeb Kurth-Nelson<sup>2</sup>, Jan Axelsson<sup>3</sup>, Katrine Riklund<sup>3</sup>, Lars Bäckman<sup>1</sup>, Lars Nyberg<sup>3</sup>, Marc Guitart-Masip<sup>1</sup>

<sup>1</sup>Karolinska Institute, <sup>2</sup>University College London, <sup>3</sup>Umeå University

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

Seungji Lee<sup>1</sup>, Eunbi Seomoon<sup>1</sup>, Taejun Lee<sup>1</sup>, Jongsu Kim<sup>1</sup>, Taeyang Yang<sup>1</sup>, Sung-Phil Kim<sup>1</sup>

<sup>1</sup>Ulsan National Institute of Science and Technology

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

Jaime Castellon<sup>1</sup>, Gregory Samanez-Larkin<sup>1</sup>

<sup>1</sup>Duke University

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

Tom Schonberg<sup>1</sup>, Michael Kirchler<sup>2</sup>, Magnus Johannesson<sup>3</sup>, Jürgen Huber<sup>4</sup>, Anna Dreber<sup>5</sup>, Roni Iwanir<sup>1</sup>, Felix Holzmeister<sup>4</sup>, Joke Durnez<sup>6</sup>, Russell Poldrack<sup>6</sup>

<sup>1</sup>Tel-Aviv University, <sup>2</sup>University of Innsbruck and University of Gothenburg, <sup>3</sup>University of Gothenburg, <sup>4</sup>University of Innsbruck, <sup>5</sup>Stockholm School of Economics and University of Innsbruck, <sup>6</sup>Stanford University

## 10:50 – 14:00 Poster Session II

sponsored by:



Coffee/Tea served

Please visit our poster presenters in the Forum.

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- 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 Pischcedda<sup>1</sup>, Stefano Palminteri<sup>2</sup>, Giorgio Coricelli<sup>3</sup>

<sup>1</sup>University of Trento, <sup>2</sup>Institut National de la Santé et de la Recherche Médicale, <sup>3</sup>University of Southern California

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

Carsten Murawski<sup>1</sup>, Pablo Franco<sup>1</sup>, Nitin Yadav<sup>1</sup>, **Peter Bossaerts**<sup>1</sup>  
<sup>1</sup>The University of Melbourne

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

Laura Fontanesi<sup>1</sup>, Sebastian Gluth<sup>1</sup>, Jörg Rieskamp<sup>1</sup>, Birte Forstmann<sup>2</sup>  
<sup>1</sup>University of Basel, <sup>2</sup>University 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



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.

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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 Speer<sup>1</sup>**, Maarten Boksem<sup>1</sup>

<sup>1</sup>Erasmus University

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

**Hongbo Yu<sup>1</sup>**, Jenifer Siegel<sup>2</sup>, Molly Crockett<sup>1</sup>

<sup>1</sup>Yale University, <sup>2</sup>University of Oxford

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

**Iris Vilares<sup>1,2</sup>**, Andreas Hula<sup>1</sup>, Tobias Nolte<sup>1</sup>, Zhuoya Cui<sup>2</sup>, Peter Fonagy<sup>1</sup>, Personality Disorder Research Consortium, Lusha Zhu<sup>3</sup>, Pearl Chiu<sup>2</sup>, Brooks King-Casas<sup>2</sup>, Terry Lohrenz<sup>2</sup>, Read Montague<sup>1,2</sup>

<sup>1</sup>University College London, <sup>2</sup>Virginia Tech Carilion Research Institute, <sup>3</sup>Peking 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 Zerubavel<sup>1</sup>**

<sup>1</sup>Columbia University

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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 Zonca<sup>1</sup>**, Giorgio Coricelli<sup>2</sup>, Luca Polonio<sup>1</sup>

<sup>1</sup>University of Trento, <sup>2</sup>University of Southern California

10:30 – 10:35 *Biased belief updating and suboptimal choice in foraging decisions*

**Neil Garrett<sup>1</sup>**, Nathaniel Daw<sup>1</sup>

<sup>1</sup>Princeton University

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

**Qingtian Mi<sup>1</sup>**, Cong Wang<sup>1</sup>, Xuemei Fu<sup>1</sup>, Jiahong Gao<sup>1</sup>, Lusha Zhu<sup>1</sup>

<sup>1</sup>Peking University

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

**Rahul Bhui<sup>1</sup>**, Samuel Gershman<sup>1</sup>

<sup>1</sup>Harvard University

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

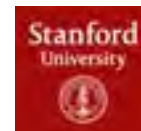
John Pearson<sup>1</sup>, Jonathan Law<sup>1</sup>, Jesse Skene<sup>1</sup>, Donald Beskind<sup>1</sup>, Neil Vidmar<sup>1</sup>, David Ball<sup>2</sup>, Artemis Malekpour<sup>1</sup>, R. McKell Carter<sup>3</sup>, **Pate Skene<sup>1</sup>**

<sup>1</sup>Duke University, <sup>2</sup>Malekpour & Ball Litigation Consulting, <sup>3</sup>University of Colorado

**10:50 – 14:00** **Poster Session III**

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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 Cohen<sup>1</sup>, Meshi Volovich<sup>1</sup>, Yoav Zeevi<sup>1</sup>, Kenway Louie<sup>2</sup>, **Dino Levy<sup>1</sup>**, Oded Rechavi<sup>1</sup>

<sup>1</sup>Tel-Aviv University, <sup>2</sup>New York University

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

**Marius Moisa<sup>1</sup>**, Rafael Polania<sup>2</sup>, Marcus Grueschow<sup>1</sup>, Yoo Jin Lee<sup>1</sup>, Zoltan Nagy<sup>1</sup>, Christian Ruff<sup>1</sup>

<sup>1</sup>University of Zurich, <sup>2</sup>ETH Zurich

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

**Sudeep Bhatia<sup>1</sup>**, Lisheng He<sup>1</sup>, Joyce Zhao<sup>1</sup>

<sup>1</sup>University 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 Rmus<sup>1</sup>**, Harrison Ritz<sup>1</sup>, Lindsay Hunter<sup>2</sup>, Aaron Bornstein<sup>2</sup>, Amitai Shenhav<sup>1</sup>

<sup>1</sup>Brown University, <sup>2</sup>Princeton University

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

Phillip Witkowski<sup>1</sup>, Alex Park<sup>1</sup>, **Erie Boorman<sup>1</sup>**

<sup>1</sup>University of California, Davis

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

**Yuval Baumel<sup>1</sup>**, Brittney Moncrieffe<sup>1</sup>, Andrew Recknagel<sup>1</sup>, Jungsoo Kim<sup>1</sup>, Melissa Warden<sup>1</sup>

<sup>1</sup>Cornell 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 Hakimi<sup>1</sup>**, Jeffrey MacInnes<sup>2</sup>, Kathryn Dickerson<sup>1</sup>, R Adcock<sup>1</sup>

<sup>1</sup>Duke University, <sup>2</sup>University 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 Musslick<sup>1</sup>, Seong Jang<sup>1</sup>, Michael Shvartsman<sup>1</sup>, Amitai Shenhav<sup>2</sup>, Jonathan Cohen<sup>1</sup>  
<sup>1</sup>Princeton University, <sup>2</sup>Brown University

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

Harrison Ritz<sup>1</sup>, Joseph DeGutis<sup>2</sup>, Michael Frank<sup>2</sup>, Michael Esterman<sup>3</sup>, Amitai Shenhav<sup>1</sup>  
<sup>1</sup>Brown University, <sup>2</sup>Harvard University, VA, <sup>3</sup>Boston University

### B - EMOTION & AFFECT

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

Opeyemi Alabi<sup>1</sup>, Marc Fuccillo<sup>1</sup>  
<sup>1</sup>University of Pennsylvania

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

Fadong Chen<sup>1</sup>, Ian Krajbich<sup>2</sup>  
<sup>1</sup>Zhejiang University, <sup>2</sup>Ohio State University

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

Jessica Cooper<sup>1</sup>, Brittany DeVries<sup>1</sup>, David Zald<sup>2</sup>, Michael Treadway<sup>1</sup>  
<sup>1</sup>Emory University, <sup>2</sup>Vanderbilt University

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

Samyukta Dore<sup>1</sup>, Nicolette Sullivan<sup>1</sup>, Alex Breslav<sup>1</sup>, Scott Huettel<sup>1</sup>  
<sup>1</sup>Duke University

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

Carolina Feher da Silva<sup>1</sup>, Todd Hare<sup>1</sup>  
<sup>1</sup>University of Zurich

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

Li Li<sup>1</sup>, Qiong Wu<sup>1</sup>, Jian Li<sup>1</sup>  
<sup>1</sup>Peking University

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

Jacob Walter<sup>1</sup>, Yoonseo Song<sup>1</sup>, Maverick Grey<sup>1</sup>, Suzanne Mitchell<sup>1</sup>  
<sup>1</sup>Oregon 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 Dube<sup>1</sup>, Andre Portella<sup>1</sup>, Patricia Silveira<sup>1</sup>, Daiva Nielsen<sup>1</sup>, Spencer Moore<sup>2</sup>, Jay DePasse<sup>3</sup>, Michael Meaney<sup>1</sup>, James Kennedy<sup>4</sup>, Shawn Brown<sup>1</sup>

<sup>1</sup>McGill University, <sup>2</sup>University of South Carolina, <sup>3</sup>Carnegie Mellon University, <sup>4</sup>University of Toronto

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

Aaron Smith<sup>1</sup>, Joshua Beckmann<sup>1</sup>

<sup>1</sup>University of Kentucky

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

Yi Yang Teoh<sup>1</sup>, Ziqing Yao<sup>2</sup>, Vignash Tharmaratnam<sup>1</sup>, William Cunningham<sup>1</sup>, Cendri Hutcherson<sup>1</sup>

<sup>1</sup>University of Toronto, <sup>2</sup>South China Normal University

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

Amanda Arulpragasam<sup>1</sup>, Jessica Cooper<sup>1</sup>, Makiah Nuutinen<sup>1</sup>, Brittany DeVries<sup>1</sup>, Michael Treadway<sup>1</sup>

<sup>1</sup>Emory University

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

Regina Weilbacher<sup>1</sup>, Jörg Rieskamp<sup>1</sup>, Ian Krajbich<sup>2</sup>, Sebastian Gluth<sup>1</sup>

<sup>1</sup>University of Basel, <sup>2</sup>Ohio State University

**C - INDIVIDUAL & LIFESPAN DIFFERENCES**

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

Lei Wang<sup>1</sup>, Lu Li<sup>1</sup>, Jiehui Zheng<sup>1</sup>, Qiang Shen<sup>1</sup>, Richard Ebstein<sup>2</sup>

<sup>1</sup>Zhejiang University, <sup>2</sup>National University of Singapore

**D - FINANCE**

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

Marcus Grueschow<sup>1</sup>, Silvia Maier<sup>1</sup>

<sup>1</sup>University 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 Hutchinson<sup>1</sup>, Robert Botto<sup>2</sup>, Hoori Rafieian<sup>2</sup>

<sup>1</sup>The Wharton School, <sup>2</sup>Drexel University

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

Eric Juarez<sup>1</sup>, Anny Dow<sup>2</sup>, Eliana Armora Langoni<sup>1</sup>, Sade Abiodun<sup>1</sup>, June Gruber<sup>3</sup>, Gregory Samanez-Larkin<sup>1</sup>

<sup>1</sup>Duke University, <sup>2</sup>Microsoft, <sup>3</sup>University of Colorado Boulder

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

Giannis Lois<sup>1</sup>, Eva Schneider<sup>1</sup>, Aleksandra Kaurin<sup>1</sup>, Michèle Wessa<sup>1</sup>

<sup>1</sup>University of Mainz

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

Alessandro Castagnetti<sup>1</sup>, Sebastiano Massaro<sup>2</sup>, Eugenio Proto<sup>3</sup>

<sup>1</sup>Warwick University, <sup>2</sup>Surrey University, <sup>3</sup>Bristol University

**F - INTERTEMPORAL DECISION-MAKING & SELF-CONTROL**

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

Arkady Konovalov<sup>1</sup>, Christopher Hill<sup>1</sup>, Jean Daunizeau<sup>2</sup>, Christian Ruff<sup>1</sup>

<sup>1</sup>University of Zurich, <sup>2</sup>Université 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 Zonca<sup>1</sup>, Luca Polonio<sup>1</sup>, Giorgio Coricelli<sup>2</sup>

<sup>1</sup>University of Trento, <sup>2</sup>University 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 Enkavi<sup>1</sup>, Ian Eisenberg<sup>1</sup>, Patrick Bissett<sup>1</sup>, Russell Poldrack<sup>1</sup>

<sup>1</sup>Stanford University

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

Kelly MacNiven<sup>1</sup>, Emily Jensen<sup>1</sup>, Sarah Hudson<sup>1</sup>, Keith Humphreys<sup>1</sup>, Brian Knutson<sup>1</sup>

<sup>1</sup>Stanford University

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

Arjun Ramakrishnan<sup>1</sup>, Feng Sheng<sup>1</sup>, Darsol Seok<sup>1</sup>, Puti Cen<sup>1</sup>, Samuel Thelaus<sup>1</sup>, Michael Platt<sup>1</sup>

<sup>1</sup>University of Pennsylvania

## H - LEARNING & MEMORY

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

Stuart Babcock<sup>1</sup>, Marc Howard<sup>1</sup>, Joseph McGuire<sup>1</sup>  
<sup>1</sup>Boston University

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

Alexandre Dombrovski<sup>1</sup>, Michael Hallquist<sup>2</sup>, Katalin Szanto<sup>1</sup>, Joseph McGuire<sup>3</sup>  
<sup>1</sup>University of Pittsburgh, <sup>2</sup>Penn State University, <sup>3</sup>Boston University

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

Benjamin Smith<sup>1</sup>, Eustace Hsu<sup>1</sup>, Olivia De Santis<sup>1</sup>, Max Ibrahimzade<sup>1</sup>, Xiaobei Zhang<sup>1</sup>, John Monterosso<sup>1</sup>  
<sup>1</sup>University 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 Wang<sup>1</sup>, Stephen Cheung<sup>1</sup>, Agnieszka Tymula<sup>1</sup>  
<sup>1</sup>University of Sydney

## I - VALUATION & VALUE SYSTEMS

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

Abigail Hsiung<sup>1</sup>, John Pearson<sup>1</sup>, Scott Huettel<sup>1</sup>  
<sup>1</sup>Duke University

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

Perri Katzman<sup>1</sup>, Catherine Hartley<sup>1</sup>  
<sup>1</sup>New York University

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

Kate Nussenbaum<sup>1</sup>, Euan Prentis<sup>1</sup>, Catherine Hartley<sup>1</sup>  
<sup>1</sup>New York University

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

Shiva Farashahi<sup>1</sup>, Venice Nomof<sup>1</sup>, Zohra Aslami<sup>1</sup>, Alireza Soltani<sup>1</sup>  
<sup>1</sup>Dartmouth College

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

Luca Polonio<sup>1</sup>, Alexander Vostroknutov<sup>1</sup>, Joshua Zonca<sup>1</sup>, Giorgio Coricelli<sup>2</sup>  
<sup>1</sup>University of Trento, <sup>2</sup>University of Southern California

## J - CHOICE & CHOICE MECHANISMS

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

McKell Carter<sup>1</sup>, Kim Fairley<sup>1</sup>, Jacob Parelman<sup>2</sup>  
<sup>1</sup>University of Colorado Boulder, <sup>2</sup>University of Pennsylvania

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

Lewis Leone<sup>1</sup>, Candace Raio<sup>1</sup>, Benjamin Lu<sup>1</sup>, Michael Grubb<sup>2</sup>, Paul Glimcher<sup>1</sup>  
<sup>1</sup>New York University, <sup>2</sup>Trinity College

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

Andrew Pilecki<sup>1</sup>, Ruonan Jia<sup>2</sup>, Austin Anderson<sup>2</sup>, Dani Heywood<sup>1</sup>, Ifat Levy<sup>2</sup>  
<sup>1</sup>Branding Science, <sup>2</sup>Yale University

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

Alireza Soltani<sup>1</sup>, Shiva Farashahi<sup>1</sup>, Alicia Izquierdo<sup>2</sup>  
<sup>1</sup>Dartmouth College, <sup>2</sup>UCLA

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

Loreen Tisdall<sup>1</sup>, Renato Frey<sup>1</sup>, Andreas Horn<sup>2</sup>, Dirk Ostwald<sup>3</sup>, Lilla Horvath<sup>3</sup>, Andreas Pedroni<sup>4</sup>, Felix Blankenburg<sup>3</sup>, Jörg Rieskamp<sup>1</sup>, Ralph Hertwig<sup>5</sup>, Rui Mata<sup>1</sup>  
<sup>1</sup>University of Basel, <sup>2</sup>Charité University Medicine, <sup>3</sup>Free University of Berlin, <sup>4</sup>University of Zurich, <sup>5</sup>Max 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 Fareri<sup>1</sup>, Peter Sokol-Hessner<sup>2</sup>  
<sup>1</sup>Adelphi University, <sup>2</sup>University of Denver

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

Ekaterina Goncharova<sup>1</sup>, Adrianna Jenkins<sup>1</sup>, Ming Hsu<sup>2</sup>  
<sup>1</sup>University of Pennsylvania, <sup>2</sup>University of California, Berkeley

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

Uri Hertz<sup>1</sup>  
<sup>1</sup>University of Haifa

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

Yi Huang<sup>1</sup>, Shaian Jia Min Lim<sup>1</sup>, Rongjun Yu<sup>1</sup>  
<sup>1</sup>National University of Singapore

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

Tobias Larsen<sup>1</sup>, Doris Pischedda<sup>1</sup>, Giorgio Coricelli<sup>2</sup>  
<sup>1</sup>University of Trento, <sup>2</sup>University of Southern California

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

Steven Shaw<sup>1</sup>, Ming Hsu<sup>2</sup>, Shinobu Kitayama<sup>1</sup>, Carolyn Yoon<sup>1</sup>  
<sup>1</sup>University of Michigan, <sup>2</sup>University of California, Berkeley

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

Leticia Micheli<sup>1</sup>, Mirre Stallen<sup>2</sup>, Alan Sanfey<sup>3</sup>  
<sup>1</sup>Maastricht University, <sup>2</sup>Leiden University, <sup>3</sup>Donders Institute

**1-K-49 A neurocomputational account of corruption**

Yang Hu<sup>1</sup>, Chen Qu<sup>2</sup>, Jean-Claude Dreher<sup>1</sup>  
<sup>1</sup>CNRS, Institut des Sciences Cognitives Marc Jeannerod, <sup>2</sup>South China Normal University

**L - RISK & UNCERTAINTY**

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

Akram Bakkour<sup>1</sup>, Ariel Zylberberg<sup>1</sup>, Michael Shadlen<sup>2</sup>, Daphna Shohamy<sup>1</sup>  
<sup>1</sup>Columbia University, <sup>2</sup>Columbia University & HHMI

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

Susanna Gobbi<sup>1</sup>, Susanna Weber<sup>1</sup>, Alexander Soutschek<sup>1</sup>, Gwendolyn Graf<sup>1</sup>, Daria Hinz<sup>1</sup>, Nori Geary<sup>1</sup>, Todd Hare<sup>1</sup>, Philippe Tobler<sup>1</sup>, Lori Asarian<sup>1</sup>, Brigitte Leeners<sup>1</sup>  
<sup>1</sup>University of Zurich

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

Tom Salomon<sup>1</sup>, Rotem Botvinik-Nezer<sup>1</sup>, Shiran Oren<sup>1</sup>, Tom Schonberg<sup>1</sup>  
<sup>1</sup>Tel Aviv University

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

John Tyson-Carr<sup>1</sup>, Vicente Soto<sup>1</sup>, Katerina Kokmotou<sup>1</sup>, Hannah Roberts<sup>1</sup>, Nicholas Fallon<sup>1</sup>, Adam Byrne<sup>1</sup>, Timo Giesbrecht<sup>2</sup>, Andrej Stancak<sup>1</sup>  
<sup>1</sup>University of Liverpool, <sup>2</sup>Unilever

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

Sangsuk Yoon<sup>1</sup>, Nathan Fong<sup>2</sup>, Vinod Venkatraman<sup>3</sup>  
<sup>1</sup>University of Dayton, <sup>2</sup>Rutgers University, <sup>3</sup>Temple University

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

Jan Zimmermann<sup>1</sup>, Paul Glimcher<sup>1</sup>, Kenway Louie<sup>1</sup>  
<sup>1</sup>New York University

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

Claudio Toro-Serey<sup>1</sup>, Joseph McGuire<sup>1</sup>  
<sup>1</sup>Boston University

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

Miguel Barretto Garcia<sup>1</sup>, Marcus Grueschow<sup>1</sup>, Rafael Polania<sup>2</sup>, Michael Woodford<sup>3</sup>, Christian Ruff<sup>1</sup>  
<sup>1</sup>University of Zurich, <sup>2</sup>ETH Zurich, <sup>3</sup>Columbia 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 Lombardi<sup>1</sup>, Andres Mitsumasu<sup>1</sup>, Todd Hare<sup>1</sup>, Ernst Fehr<sup>1</sup>  
<sup>1</sup>University of Zurich

### B - EMOTION & AFFECT

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

Seth Batten<sup>1</sup>, Jonathan Chow<sup>1</sup>, Joshua Beckmann<sup>1</sup>  
<sup>1</sup>University of Kentucky

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

Stefan Bucher<sup>1</sup>, Paul Glimcher<sup>1</sup>  
<sup>1</sup>New York University

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

Sebastian Gluth<sup>1</sup>, Nachshon Meiran<sup>2</sup>  
<sup>1</sup>University of Basel, <sup>2</sup>Ben-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 Hallquist<sup>1</sup>, Zita Oravecz<sup>1</sup>, Alexandre Dombrovski<sup>2</sup>  
<sup>1</sup>Penn State University, <sup>2</sup>University 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 Portella<sup>1</sup>, Patricia Silveira<sup>1</sup>, Robert Levitan<sup>2</sup>, Daiva Nielsen<sup>1</sup>, Catherine Paquet<sup>3</sup>, Narendra Arora<sup>4</sup>, Laurette Dube<sup>1</sup>  
<sup>1</sup>McGill University, <sup>2</sup>University of Toronto, <sup>3</sup>University of South Australia, <sup>4</sup>Inclen Trust

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

Arthur Prat-Carrabin<sup>1</sup>, Brian Ho<sup>1</sup>, Michael Woodford<sup>1</sup>  
<sup>1</sup>Columbia University

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

Kurt Braunlich<sup>1</sup>, Carol Seger<sup>2</sup>  
<sup>1</sup>University College London, <sup>2</sup>Colorado State University

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

Stephanie Smith<sup>1</sup>, Ian Krajchich<sup>1</sup>  
<sup>1</sup>Ohio State University

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

Nai-Shing Yen<sup>1</sup>, Ting-Ting Chang<sup>1</sup>, Carol Yeh-Yun Lin<sup>1</sup>, Danchi Tan<sup>1</sup>, Ying-Ching Chen<sup>1</sup>  
<sup>1</sup>National Chengchi University

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

Zhihao Zhang<sup>1</sup>, Aniruddha Nrusimha<sup>1</sup>, Andrew Kayser<sup>2</sup>, Ming Hsu<sup>1</sup>  
<sup>1</sup>University of California, Berkeley, <sup>2</sup>University 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 Lee<sup>1</sup>, Eunbi Seomoon<sup>1</sup>, Taejun Lee<sup>1</sup>, Jongsu Kim<sup>1</sup>, Taeyang Yang<sup>1</sup>, Sung-Phil Kim<sup>1</sup>  
<sup>1</sup>Ulsan National Institute of Science and Technology

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

Crystal Reeck<sup>1</sup>, Angelika Dimoka<sup>1</sup>, Paul Pavlou<sup>1</sup>, Anthony Resnick<sup>1</sup>, Xue Guo<sup>1</sup>  
<sup>1</sup>Temple University

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

Feng Sheng<sup>1</sup>, Michael Platt<sup>1</sup>  
<sup>1</sup>University of Pennsylvania

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

Taeyang Yang<sup>1</sup>, Seungji Lee<sup>1</sup>, Eunbi Seomoon<sup>1</sup>, Sung-Phil Kim<sup>1</sup>  
<sup>1</sup>Ulsan National Institute of Science and Technology

### D - FINANCE

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

Marcus Grueschow<sup>1</sup>, Christian Ruff<sup>1</sup>, Birgit Kleim<sup>1</sup>  
<sup>1</sup>University 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 Ling<sup>1</sup>, Tobias Kalenscher<sup>2</sup>, Hilke Plassmann<sup>1</sup>  
<sup>1</sup>INSEAD, <sup>2</sup>Heinrich Heine University Düsseldorf

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

Tim Wan<sup>1</sup>, Sebastiano Massaro<sup>2</sup>

<sup>1</sup>Warwick University, <sup>2</sup>Surrey University

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

Yan Wan<sup>1</sup>, Yu Pan<sup>2</sup>, Hengyi Rao<sup>3</sup>

<sup>1</sup>Beijing University of Posts and Telecommunications, <sup>2</sup>Shanghai International Studies University, <sup>3</sup>University of Pennsylvania

**E - CONSUMER BEHAVIOR & MARKETING**

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

Xiaomeng Zhang<sup>1</sup>, Alec Smith<sup>1</sup>

<sup>1</sup>Virginia 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 Jiang<sup>1</sup>, Michael Platt<sup>1</sup>

<sup>1</sup>University of Pennsylvania

**2-F-22 Understanding cooperation as a social strategy**

Wei Song Ong<sup>1</sup>, Seth Madlon-Kay<sup>1</sup>, Sam Larson<sup>1</sup>, Michael Platt<sup>1</sup>

<sup>1</sup>University 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 Langoni<sup>1</sup>, Jaime Castrellon<sup>1</sup>, Jessica Cooper<sup>2</sup>, Christopher Smith<sup>3</sup>, David Zald<sup>3</sup>, Gregory Samanez-Larkin<sup>1</sup>

<sup>1</sup>Duke University, <sup>2</sup>Emory University, <sup>3</sup>Vanderbilt University

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

Marcello Negrini<sup>1</sup>, Leticia Micheli<sup>1</sup>, Teresa Schuhmann<sup>1</sup>, Arno Riedl<sup>1</sup>

<sup>1</sup>Maastricht University

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

Alison Schreiber<sup>1</sup>, Alexandre Dombrowski<sup>2</sup>, Polina Vanyukov<sup>2</sup>, Michael Hallquist<sup>1</sup>

<sup>1</sup>Pennsylvania State University, <sup>2</sup>University of Pittsburgh

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

Ke Zhao<sup>1</sup>, Yao Deng<sup>2</sup>, Zhuo Fang<sup>2</sup>, Hengyi Rao<sup>1</sup>

<sup>1</sup>University of Pennsylvania, <sup>2</sup>Laboratory 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 Castrellon<sup>1</sup>, Gregory Samanez-Larkin<sup>1</sup>

<sup>1</sup>Duke University

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

Lindsay Hunter<sup>1</sup>, Aaron Bornstein<sup>1</sup>, Catherine Hartley<sup>2</sup>

<sup>1</sup>Princeton University, <sup>2</sup>New York University

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

Laura Bustamante<sup>1</sup>, Allison Burton<sup>1</sup>, Augustus Baker<sup>2</sup>, Amitai Shenhav<sup>3</sup>, Nathaniel Daw<sup>1</sup>, Jonathan Cohen<sup>1</sup>

<sup>1</sup>Princeton University, <sup>2</sup>University of Delaware, <sup>3</sup>Brown University

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

Sangil Lee<sup>1</sup>, Trishala Parthasarathi<sup>1</sup>, Joseph Kable<sup>1</sup>

<sup>1</sup>University of Pennsylvania

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

Evgeniya Lukinova<sup>1</sup>, Brianna Fu<sup>2</sup>, Danielle John<sup>3</sup>, Jeffrey Erlich<sup>1</sup>

<sup>1</sup>NYU Shanghai, <sup>2</sup>NYU, <sup>3</sup>CUNY Hunter College

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

Dongmei Mei<sup>1</sup>, Wenjian Zhang<sup>1</sup>, Ding-Guo Gao<sup>1</sup>, Lijun Yin<sup>1</sup>

<sup>1</sup>Sun Yat-sen University

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

Nicolette Sullivan<sup>1</sup>, Samyukta Dore<sup>1</sup>, Alex Stine<sup>1</sup>, Scott Huettel<sup>1</sup>

<sup>1</sup>Duke University

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

Benjamin Garzón<sup>1</sup>, Zeb Kurth-Nelson<sup>2</sup>, Jan Axelsson<sup>3</sup>, Katrine Riklund<sup>3</sup>, Lars Bäckman<sup>1</sup>, Lars Nyberg<sup>3</sup>, Marc Guitart-Masip<sup>1</sup>

<sup>1</sup>Karolinska Institute, <sup>2</sup>UCL, <sup>3</sup>Umeå University

## I - VALUATION & VALUE SYSTEMS

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

Hillary Raab<sup>1</sup>, Shivani Hiralal<sup>1</sup>, Catherine Hartley<sup>1</sup>  
<sup>1</sup>New York University

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

Kendra Seaman<sup>1</sup>, Christopher Smith<sup>2</sup>, David Zald<sup>2</sup>, Nathaniel Daw<sup>3</sup>, Gregory Samanez-Larkin<sup>1</sup>  
<sup>1</sup>Duke University, <sup>2</sup>Vanderbilt University, <sup>3</sup>Princeton University

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

Jingwei Sun<sup>1</sup>, Jian Li<sup>1</sup>  
<sup>1</sup>Peking University

## J - CHOICE & CHOICE MECHANISMS

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

Tom Schonberg<sup>1</sup>, Michael Kirchler<sup>2</sup>, Magnus Johannesson<sup>3</sup>, Jürgen Huber<sup>4</sup>, Anna Dreber<sup>5</sup>, Roni Iwanir<sup>1</sup>, Felix Holzmeister<sup>4</sup>, Joke Durnez<sup>6</sup>, Russell Poldrack<sup>6</sup>  
<sup>1</sup>Tel Aviv University, <sup>2</sup>University of Innsbruck and University of Gothenburg, <sup>3</sup>University of Gothenburg, <sup>4</sup>University of Innsbruck, <sup>5</sup>Stockholm School of Economics and University of Innsbruck, <sup>6</sup>Stanford University

### 2-J-41 *Disadvantageous decision-making in methamphetamine users: Loss aversion and dopamine D2/D3 receptor availability*

Zoe Guttman<sup>1</sup>, Dara Ghahremani<sup>1</sup>, Chelsea Robertson<sup>1</sup>, Kenji Ishibashi<sup>1</sup>, Kyogi Okita<sup>1</sup>, Mark Mandelkern<sup>2</sup>, Edythe London<sup>1</sup>  
<sup>1</sup>University of California, Los Angeles, <sup>2</sup>Veterans Administration of Greater Los Angeles

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

Uma Karmakar<sup>1</sup>, Ekaterina Prokhorova<sup>1</sup>  
<sup>1</sup>UCSD

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

Folco Panizza<sup>1</sup>, Alexander Vostroknutov<sup>1</sup>, Giorgio Coricelli<sup>2</sup>  
<sup>1</sup>University of Trento, <sup>2</sup>University of Southern California

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

Weiwei Li<sup>1</sup>, Jian Li<sup>2</sup>  
<sup>1</sup>Academy for Advanced Interdisciplinary Studies, Peking University, China, <sup>2</sup>Peking University

### 2-J-45 *Sweat the context: How affect relates to contextual influences on risky decision-making*

Hayley Roper<sup>1</sup>, Peter Sokol-Hessner<sup>1</sup>  
<sup>1</sup>University of Denver

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

Wenjia Joyce Zhao<sup>1</sup>, Lukasz Walasek<sup>2</sup>, Sudeep Bhatia<sup>1</sup>  
<sup>1</sup>University of Pennsylvania, <sup>2</sup>University of Warwick

## K - SOCIAL REWARDS & SOCIAL PREFERENCES

### 2-K-47 *Is talk cheap? Experimental evidence for strategic pragmatics in bargaining games*

Nicholas Angelides<sup>1</sup>, Max Good<sup>1</sup>, Ming Hsu<sup>1</sup>  
<sup>1</sup>University of California, Berkeley

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

Inge Huijsmans<sup>1</sup>, Flavia Arnese<sup>1</sup>, Alan Sanfey<sup>1</sup>  
<sup>1</sup>Donders 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 Huttunen<sup>1</sup>, Michael Platt<sup>1</sup>  
<sup>1</sup>University of Pennsylvania

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

Flora Li<sup>1</sup>, Sheryl Ball<sup>1</sup>, Xiaomeng Zhang<sup>1</sup>, Alec Smith<sup>1</sup>  
<sup>1</sup>Virginia Tech

### 2-K-52 *From trust in groups to trust in individuals*

Philip Pärnamets<sup>1</sup>, Tobias Granwald<sup>2</sup>, Andreas Olsson<sup>2</sup>  
<sup>1</sup>New York University, <sup>2</sup>Karolinska Institutet

## L - RISK & UNCERTAINTY

### 2-L-53 *The neural underpinning of bundle valuations for gains and losses under risk and riskless*

Hui-Kuan Chung<sup>1</sup>, Jan Zimmermann<sup>1</sup>, Agnieszka Tymula<sup>2</sup>, Paul Glimcher<sup>1</sup>  
<sup>1</sup>New York University, <sup>2</sup>University of Sydney

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

Adiel de Almeida<sup>1</sup>, Lucia Reis Roselli<sup>1</sup>, Ana Paula Cabral Costa<sup>1</sup>, Juliana Maria Gonçalves<sup>1</sup>  
<sup>1</sup>Universidade Federal de Pernambuco

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

Dezwaef Jasper<sup>1</sup>, Davide Rigoni<sup>2</sup>, Marcel Brass<sup>1</sup>  
<sup>1</sup>Ghent University, <sup>2</sup>Profacts

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

Adam Hakim<sup>1</sup>, Dino Levy<sup>1</sup>  
<sup>1</sup>Tel Aviv University

### 2-L-57 *Neural mechanisms underlying effortful persistence*

Lauren Patrick<sup>1</sup>, Kevin Anderson<sup>1</sup>, David Gruskin<sup>1</sup>, Avram Holmes<sup>1</sup>

<sup>1</sup>Yale 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 Piva<sup>1</sup>, Kayla Velnoskey<sup>1</sup>, Ruonan Jia<sup>1</sup>, Amrita Nair<sup>1</sup>, Ifat Levy<sup>1</sup>, Steve Chang<sup>1</sup>

<sup>1</sup>Yale University

### 2-L-59 *When the best options are not necessarily the most valuable: Reward versus goal congruency as determinants of choice value*

Romy Frömer<sup>1</sup>, Carolyn Dean Wolf<sup>1</sup>, Amitai Shenhav<sup>1</sup>

<sup>1</sup>Brown University

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

Hocine Slimani<sup>1</sup>, Pierre Rainville<sup>2</sup>, Mathieu Roy<sup>1</sup>

<sup>1</sup>McGill University, <sup>2</sup>Université de Montréal

## POSTER SESSION 3

SUNDAY OCTOBER 7, 2018

### A - ATTENTION

#### 3-A-1 *Physical salience and reward-value-based salience utilize different neural mechanisms to improve attentional selection of a visual search target*

Matthew Bachman<sup>1</sup>, Lingling Wang<sup>2</sup>, Marissa Gamble<sup>3</sup>, Marty Woldorff<sup>1</sup>

<sup>1</sup>Duke University, <sup>2</sup>Zeiss Industrial Metrology, <sup>3</sup>Boston University

### B - EMOTION & AFFECT

#### 3-B-2 *Sum before difference: ERPs reveal differential temporal contributions of overall set value and value difference*

Romy Frömer<sup>1</sup>, Amitai Shenhav<sup>1</sup>

<sup>1</sup>Brown University

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

Ana Paula Cabral Costa<sup>1</sup>, Adiel de Almeida<sup>1</sup>, Danielle Morais<sup>1</sup>, Lucia Reis Roselli<sup>1</sup>, Anderson Lucas Lima da Silva<sup>1</sup>, Leydiana Pereira<sup>1</sup>, Juliana Maria Gonçalves<sup>1</sup>

<sup>1</sup>Universidade Federal de Pernambuco

#### 3-B-4 *Distinct forms of salience differentially accelerate value-related decisions*

Geraldine Gvozdanovic<sup>1</sup>, Raffaello Papagni<sup>1</sup>, Lydia Hellrung<sup>1</sup>, Thorsten Kahnt<sup>2</sup>, Boris Quednow<sup>1</sup>, Philippe Tobler<sup>1</sup>

<sup>1</sup>University of Zurich, <sup>2</sup>Northwestern University

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

Chen Hu<sup>1</sup>, Philippe Domenech<sup>2</sup>, Mathias Pessiglione<sup>2</sup>

<sup>1</sup>Sorbonne Université, <sup>2</sup>Institut du Cerveau et de la Moelle épinière (ICM), Pitié-Salpêtrière Hospital

#### 3-B-6 *Relating the attraction effect with the proximity effect in Gestalt*

Liz Izakson<sup>1</sup>, Dino Levy<sup>1</sup>

<sup>1</sup>Tel-Aviv University

#### 3-B-7 *The role of rat anterior cingulate cortex in effort-based choice probed by DREADDs and miniaturized fluorescence microscopy calcium imaging*

Evan Hart<sup>1</sup>, Garrett Blair<sup>1</sup>, H.Tad Blair<sup>1</sup>, Alicia Izquierdo<sup>1</sup>

<sup>1</sup>UCLA

#### 3-B-8 *Motivational control of mental effort allocation during decision-making*

Douglas Lee<sup>1</sup>, Jean Daunizeau<sup>2</sup>

<sup>1</sup>Sorbonne University, <sup>2</sup>Ecole des Neurosciences

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

Todd Vogel<sup>1</sup>, Ross Otto<sup>1</sup>, Mathieu Roy<sup>1</sup>

<sup>1</sup>McGill University

**3-B-10** *Counterfactual reasoning underlies the learning of priors in decision making*

Ariel Zylberberg<sup>1</sup>, Daniel Wolpert<sup>2</sup>, Michael Shadlen<sup>2</sup>

<sup>1</sup>Columbia University, <sup>2</sup>Columbia University & HHMI

**C - INDIVIDUAL & LIFESPAN DIFFERENCES**

**3-C-11** *Applying marketing research methods to decision-making in the criminal justice system*

John Pearson<sup>1</sup>, Jonathan Law<sup>1</sup>, Jesse Skene<sup>1</sup>, Donald Beskind<sup>1</sup>, Neil Vidmar<sup>1</sup>, David Ball<sup>2</sup>, Artemis Malekpour<sup>1</sup>, McKell Carter<sup>3</sup>, Pate Skene<sup>1</sup>

<sup>1</sup>Duke University, <sup>2</sup>Malekpour & Ball Litigation Consulting,

<sup>3</sup>University of Colorado Boulder

**3-C-12** *Individual differences in the use of variable budget information in consumer choice*

Dianna Amasino<sup>1</sup>, Jack Dolgin<sup>1</sup>, Scott Huettel<sup>1</sup>

<sup>1</sup>Duke University

**3-C-13** *Steeper discounting for delayed material purchases than delayed experiential purchases during an intertemporal choice task*

Eunbi Seomoon<sup>1</sup>, Sora Jung<sup>1</sup>, Taeyang Yang<sup>1</sup>, Seungji Lee<sup>1</sup>, Jacob Lee<sup>1</sup>, Sung-Phil Kim<sup>1</sup>

<sup>1</sup>Ulsan National Institute of Science and Technology

**3-C-14** *Neural pattern similarity reveals brand equity*

Feng Sheng<sup>1</sup>, Michael Platt<sup>1</sup>

<sup>1</sup>University of Pennsylvania

**3-C-15** *Neural affective predictors of internet video engagement*

Lester Tong<sup>1</sup>, Yavuz Acikalin<sup>1</sup>, Baba Shiv<sup>1</sup>, Brian Knutson<sup>2</sup>

<sup>1</sup>Stanford, <sup>2</sup>Stanford University

**D - FINANCE**

**3-D-16** *The temporal dynamics of guilt-induced motivational orientations: A mouse-tracking study*

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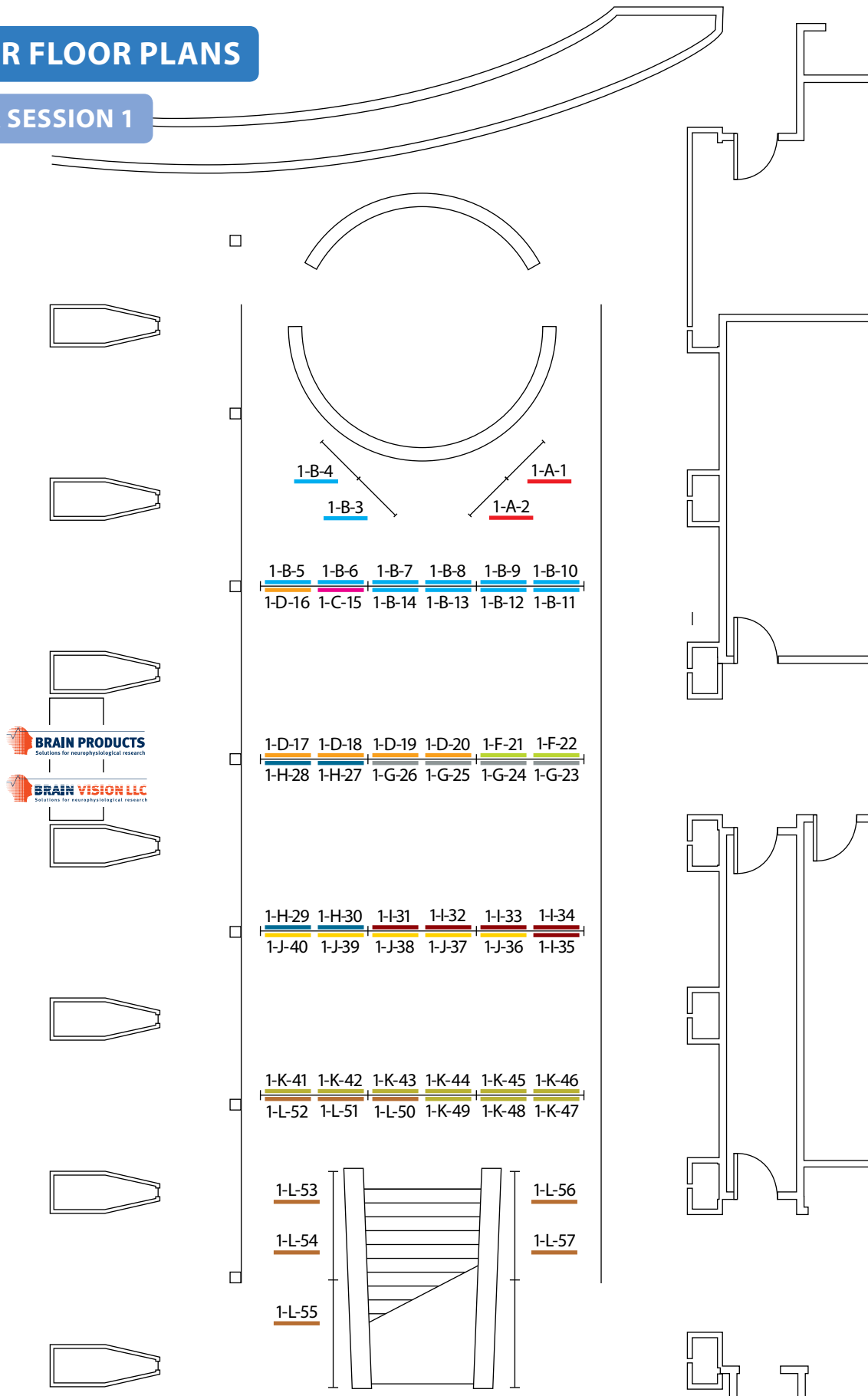
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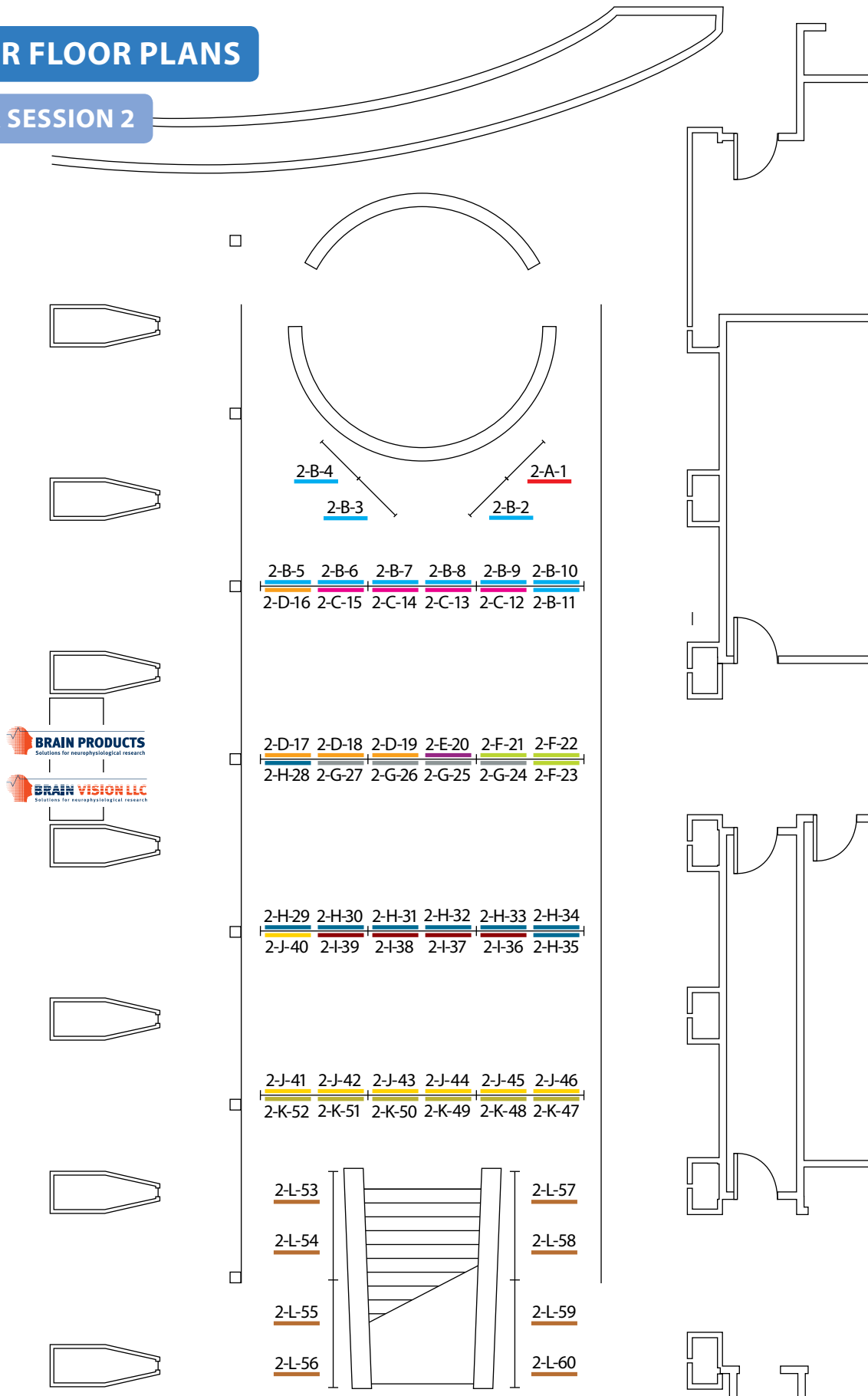
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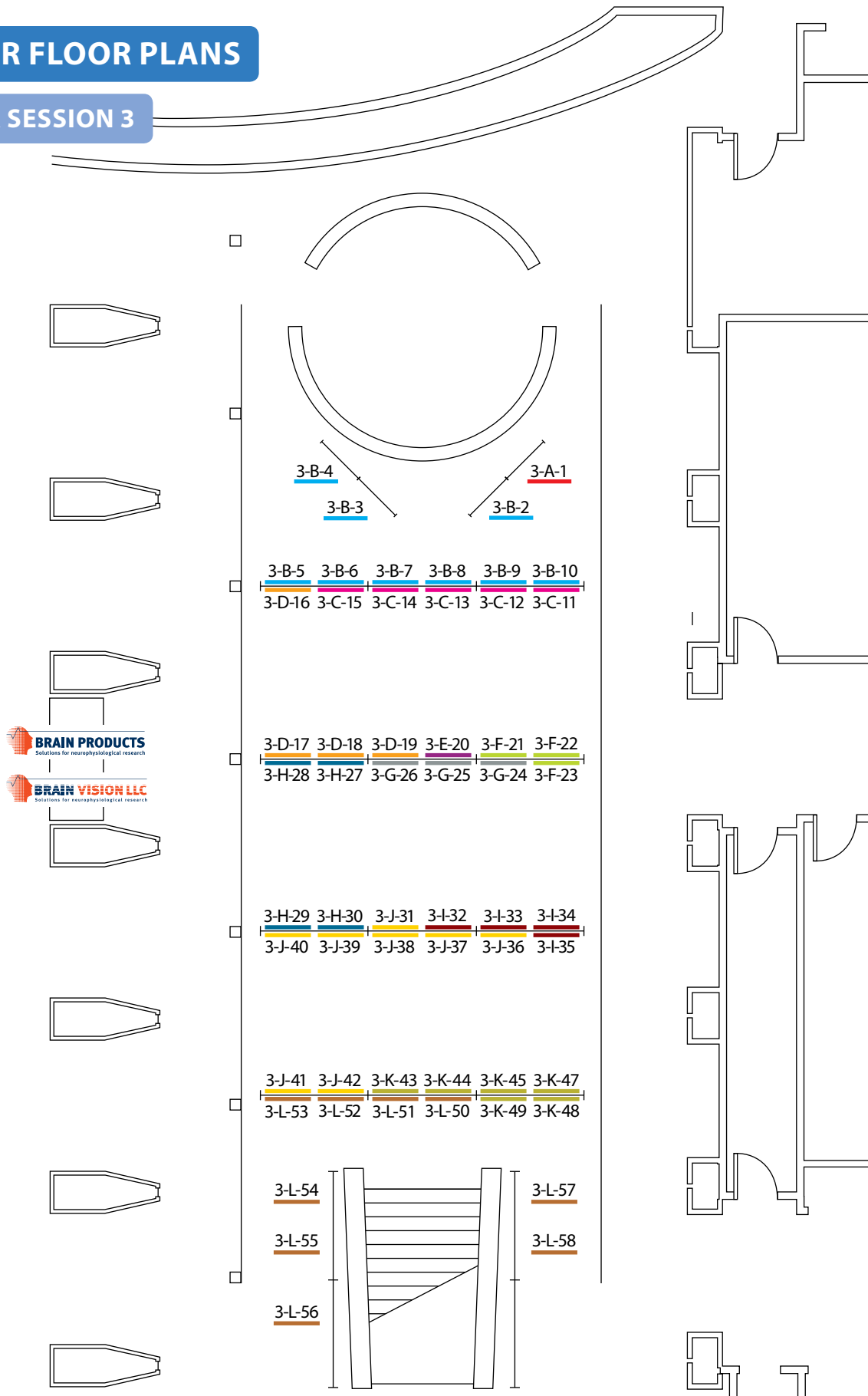
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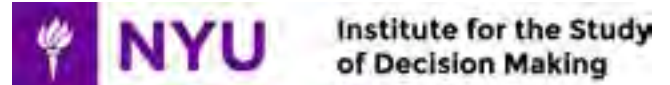
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