On the topic of "Self-signaling: Computational, behavioral and brain mechanisms"

ELSC cordially invite you
to the lecture given by:

**Drazen Prelec**  
Sloan School of Management, MIT

On the topic of  
"Self-signaling: Computational, behavioral and brain mechanisms"

The lecture will be held on Thursday, June 11, 2015  
at 17:00, at ELSC: Silverman Bldg., 3rd Wing, 6th Floor, Edmond J. Safra Campus

Light refreshments at 16:45

**Abstract:**

Actions often reveal something about a one's characteristics ? not only to others, but also to oneself. After the fact, this can be a source of pleasure or pain; before the fact, anticipation of these subjective consequences can influence what a person chooses to do. The theoretical term for this is self-signaling. A self-signaling action is chosen to obtain positive information about a state, even when that action has no causal impact on that state. Self-signaling is probably unique to humans, and is implicated in self-control and social norms, and, on the negative side, in self-deception and rigid adherence to rules. It presents a challenge to economic and philosophical conceptions of rational action. I will review computational approaches to self-signaling (focusing on a model developed in collaboration with Ronit Bodner) and then turn to some recent behavioral and neuroimaging results.

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