ELSC Seminar: Dino Levy

March 27, 2014

On the topic of: Common currency in the brain ? A neuroeconomic perspective

ELSC cordially invite you
to the lecture given by:

Dino Levy
Recanati Business School and Sagol School of Neuroscience, Tel-Aviv University

On the topic of:
"Common currency in the brain ? A neuroeconomic perspective"

The lecture will be held on Thursday, March 27, 2014
at 17:00, at ELSC: Silverman Bldg., 3rd Wing, 6th Floor, Edmond J. Safra Campus

Light refreshments at 16:45

Abstract:

The ability of human subjects to choose between disparate kinds of rewards suggests that the neural circuits for valuing different reward types must converge. Economic theory suggests that these convergence points represent the subjective values (SVs) of different reward types on a common scale for comparison. I will describe three studies related to this theory. First, to directly examine this theory and to map the neural circuits for reward valuation, we had food and water deprived subjects make risky choices for money, food and water both in and out of a brain scanner. We found that risk preferences across reward types were highly correlated. We also found that partially distinct neural networks represent the SV of monetary and food rewards and that these distinct networks showed specific convergence points, mainly in the ventromedial prefrontal cortex and striatum. In the second study we conducted a Meta analysis to determine the generality of our anatomical findings. The aim of the third study was to use the neural activity from these frontal areas to try and predict subjects' future choices.

These results suggest that partially distinct valuation networks for different reward types converge on a unified valuation network, which enables a direct comparison between different reward types and hence guides valuation and choice.

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