

5th ANNUAL INTERDISCIPLINARY
SYMPOSIUM ON DECISION
NEUROSCIENCE

PROGRAM

May 15th – 16th, 2015

Massachusetts Institute of Technology





Organizing committee

Angelika Dimoka Temple University

Uma Karmarkar Harvard University

Danica Mijovic-Prelec MIT

Drazen Prelec MIT

Baba Shiv Stanford University

Vinod Venkatraman Temple University

Carolyn Yoon University of Michigan

Conference organization

MIT Conference Services

Friday, May 15 MIT Bartos Theater – Wiesner Building E15-070

8:30 AM Continental Breakfast

9:15 Welcome and Opening Remarks

Drazen Prelec, Digital Equipment Corp. Leaders for Global Operations Professor of Management and Economics, Sloan School of Management, Department of Economics and the Department of Brain and Cognitive Sciences, MIT

S.P. Kothari, Deputy Dean and Gordon Y Billard Professor of Accounting and Finance, Sloan School of Management, MIT. Director, MIT India Program

Angelika Dimoka, Director, Center for Neural Decision Making, Temple University

9:30 Session 1: Decision Neuroscience and Financial Decision Making

Chaired by: Drazen Prelec, MIT

9:30 **Camelia Kuhnen**, University of North Carolina
Learning from Financial Information: Neuroeconomics Evidence and Implications

9:55 **Shaun R. Patel**, Massachusetts General Hospital, Harvard Medical School
Rapid Intermittent Deep Brain Stimulation Biases Behavior in Financial Decision-Making Task

10:20 **Uma Karmarkar**, Harvard University
Choosing without Knowing: Biased Information Processing in Uncertain Financial Decisions

10:45 **Alexander Genevsky**, Stanford University
Neural Prediction of Crowdfunding Decisions

11:15 Coffee Break

11:45 Data Blitz

Chaired by: Vinod Venkatraman, Temple University

12:30 PM Lunch and Poster (Upper and lower Lobbies of Building E15)

2:00 Session 2: Experience, Learning and Choice

 Chaired by: Uma Karmarkar, Harvard University

2:00 **Yuan Chang Leong**, Stanford University

Dynamic Interaction between Reinforcement Learning and Attention in Multidimensional Environments

2:25 **Leor M. Hackel**, New York University

Neural Encoding of Traits Drives Decision-Making Above and Beyond Reward Learning

2:50 **Kenneth T. Kishida**, Virginia Tech Carilion Research Institute

Lost-in-Translation: Beliefs Override Neural and Behavioral Interpretations of Objective Sensory Data

3:15 **Joshua Berke**, University of Michigan, Ann Arbor

Is it Worth It? Dopamine Dynamics and the Value of Work

3:45 Coffee Break

4:15 Session 3: Applied Decision Neuroscience I

 Chaired by: Angelika Dimoka, Temple University

4:15 **Pattie Maes**, Media Lab MIT

Wearables and Decision-Making

4:40 **Thales Teixeira**, Harvard University

Face-Tracking in Advertising Research

5:05 **Elissa Moses**, Ipsos Neuro and Behavioral Science Centre

How to Validate and Adapt Neuro Methods for Global Market Research Applications

5:30 **Carl Marci**, Innerscope Research, Massachusetts General Hospital, Harvard Medical School

Using Integrated Consumer Neuroscience Tools to Show the Value of a New Ad Format for TV

6:00 Cocktail Reception and Networking
MIT Media Lab Building E14, 6th floor

6:45 Dinner

Saturday, May 16 MIT Wong Auditorium – Tang Center (E51-115)

8:30 AM Continental Breakfast

9:00 Session 4: Impulsivity and Cognitive Control

Chaired by: Vinod Venkatraman, Temple University

9:00 **Susan Whitfield-Gabrieli**, MIT

Resting State Functional Connectivity (RSFC) Methods and Application: Increased RSFC of the Frontal-Striatal Network is Associated with Increased Patience and Decreased Impulsivity in Temporal Discounting

9:25 **Joshua Buckholz**, Harvard University

Brain Circuit Mechanisms for Self-Control Failure

9:50 **Wouter van den Bos**, Max Planck Institute for Human Development, Stanford University

Don't Stop Thinking About Tomorrow: A Multimodal Analysis of the Fronto-Striatal Circuitry & Pubertal Hormones

10:15 **Karolina Lempert**, New York University

Positive Autobiographical Memory Retrieval Reduces Impulsivity

10:45 Coffee Break

11:15 Session 5: Applied Decision Neuroscience II

Chaired by: Carolyn Yoon, University of Michigan

11:15 **Milica Mormann**, University of Miami

The Psychophysiology of Financial Decision-Making

11:40 **Michael E. Smith and David Brandt**, Nielsen

Reliability and Predictive Validity in Consumer Neuroscience: Examples from Advertising, Packaging, and Programming Research

12:05 **Carla Nagel**, The Neuromarketing Science & Business Association

Where Science Meets Business in Consumer Neuroscience

12:30 PM Lunch

1:45 Session 6: Social Neuroscience

Chaired by: Danica Mijovic–Prelec, MIT

- 1:45 **Lusha Zhu**, Virginia Tech
Neural Computations Underlying Actions in Social Hierarchy
- 2:10 **Ian Krajbich**, Ohio State University
Social Expectations Reverse the Effects of Acetaminophen on Economic Decision-Making
- 2:35 **Anita Tusche**, Max Planck Institute for Human Cognitive and Brain Sciences, Caltech
Three Different Processes Linked to Empathy, Perspective Taking and Attention Shifts Differentially Predict Altruism in Charitable Giving
- 3:00 **Andrew Scott Baron**, University of British Columbia
Implicit Association Testing: Practical Applications and Theoretical Implications for Marketing Research

3:30 Coffee Break

4:00 Session 7: Consumer Neuroscience

Chaired by: Uma Karmarkar, Harvard University

- 4:00 **Ayse Zeynep Enkavi**, Stanford University
Preference Consistency Relies on Hippocampal Function: Evidence from Mediotemporal Lobe Epilepsy
- 4:25 **Tong Joy Lu**, University of Pennsylvania
From Web to Wardrobe: Consumption Patterns in Online Apparel Retail
- 4:50 **Cătălina E. Răţală**, Erasmus University; Radboud University
The Neural Mechanism of the Zero-Price Effect

5:30 Cocktail Dinner Reception

MIT Sloan Building E62 – Ed Roberts Family Forum and Gruber Family Courtyard

Poster Presentations

MIT Bartos Theater – Wiesner Building E15-070

Ball, Sheryl	Department of Economics, College of Science, Virginia Tech
Chan, Hang-yee	Rotterdam School of Management, Erasmus University
Chung, Dongil	Carilion Research Institute, Roanoke, Virginia Tech
Da Rocha Limo Filho, Roberto Ivo	Federal University of Rio de Janeiro / University of São Paulo – Medical School
Hampton, William	Decision Neuroscience, Department of Psychology, Temple University
Levy, Dino	Sagol School of Neuroscience and Recanati Faculty of Management, Tel-Aviv University, Israel
Liang, TP	National Chengchi University
Madan, Christopher R.	University of Alberta and Boston College
Reeck, Crystal	Columbia Business School, Columbia University
Setton, Roni A.	College of Human Ecology, Cornell University
Tams, Stefan	Department of Information Technologies, HEC Montréal
Vo, Khoi	Center for Neural Decision Making, Temple University
Walden, Eric	Rawls College of Business, Texas Tech University
Webb, Ryan	Rotman School of Management, University of Toronto
Zhang, Yi	Darden School of Business, University of Virginia

GENERAL TIPS for PRESENTERS

PRESENTERS

A PC laptop and laser pointer are available at the speaker's podium in the Auditorium. A technical supervisor can help you load your presentation onto the laptop. It is also possible to connect your own PC or laptop.

SPEAKING TIME

Please prepare your presentation for the allotted amount of time. Chairs and moderators may interrupt should you overrun your time limit. Speaking time is assigned as follows (speaking + discussion time):

Speakers 20 + 5 minutes
Datablitz 4 + 2 minutes

POSTER SESSIONS

Posters should be mounted with pushpins that will be provided.

Each poster should be mounted on its poster board Friday May 15 during breakfast time (8:30-9:15AM) to get maximum exposure.

Each poster should be removed from the poster board after the poster session but not later than 6:00pm. Any posters still mounted at 6:00 pm will be discarded.

Presenting authors are required to be present at their poster during the assigned presentation session.

GENERAL INFORMATION

WIRELESS INTERNET

MIT offers complimentary wireless access to guests. For wireless connections, visitors need to make sure their wireless card is on and enabled. Select MIT GUEST as the wireless network option. A connection will occur without registration. If you experience any difficulty connecting, you may contact the MIT IS&T Help Desk during regular business hours (8:00 am to 6:00 pm) at 617-253-1101.

INTERACTIVE CAMPUS MAP

you can [see the interactive campus map here](http://whereis.mit.edu/) at <http://whereis.mit.edu/> and please review the [visitors' pages](http://web.mit.edu/institute-events/visitor/index.html) at <http://web.mit.edu/institute-events/visitor/index.html> for lots of other information about planning a trip to MIT.

PARKING

Parking in Cambridge can be challenging: it's both expensive and hard to find. Visitors should not count on finding a metered space in the immediate area, but some [public parking](#) be available in local garages.

http://en.parkopedia.com/parking/mit_machusetts_avenue_cambridge_ma_united_states/?ac=1&country=US&lat=42.360091&lng=-71.09415999999999 may Limited parking may be available in the Hayward Lot <http://whereis.mit.edu/?go=P5> on Saturday only.

BADGE

Please be sure to wear your badge for all conference sessions and events.

EMERGENCY SERVICES

For emergency services while on campus, dial 617-253-1212 or 100 from any campus phone. MIT Campus Police will answer your call.

SMOKING POLICY

In accordance with the City of Cambridge's smoking ordinance, smoking is prohibited in all academic, administrative and service buildings on campus.

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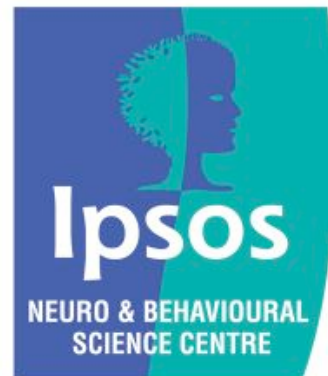
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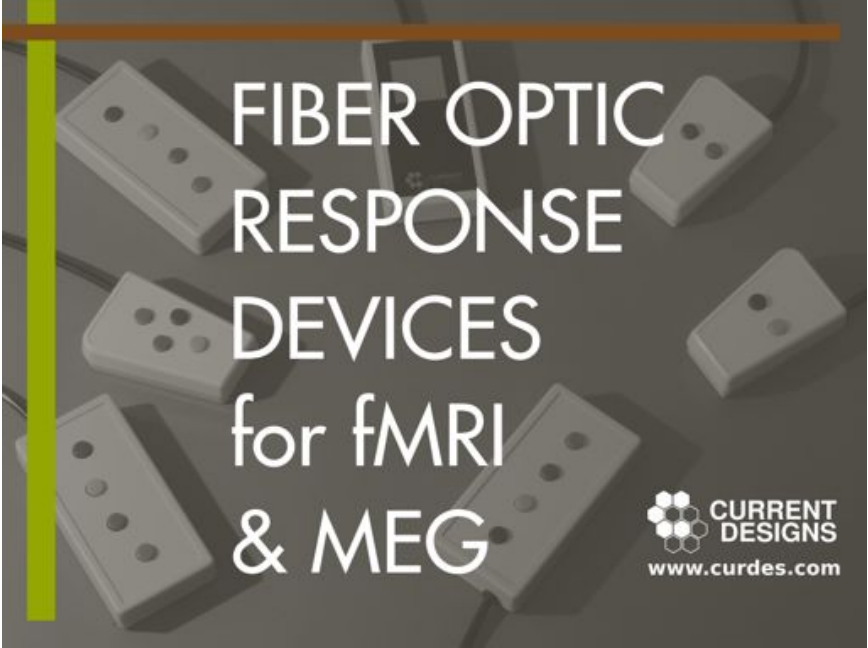
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