

Inter-disciplinary Symposium on Decision Neuroscience

Tentative Program

Friday, June 2

8:30 AM **Continental Breakfast**

9:15 **Welcome and Opening Remarks**

9:30 **Session 1: Theory in Decision Neuroscience**

9:30 **Colin Camerer**
A Neuroeconomics Model of Consumer Habit

9:55 **Ryan Webb**
Pairwise Normalization: A Neuroeconomic Theory of Multi-attribute Choice

10:20 **Ming Hsu**
Demand Estimation using Neuroeconomics Models of Consumer Choice

10:45 **Brock Kirwan**
Why and How to Design Behavioral Experiments to Complement Decision Neuroscience Experiments

11:15 **Coffee Break**

11:45 **Poster Session**

12:30 PM **Lunch and Posters Continued**

2:00 **Session 2: When Neuromarketing Meets the Market**

2:00 **Kimberly Clark and Ross Martin**
The Neural Correlates of Fandom

2:25 **Ofir Turel**
The Insula: The “Hidden Island” of Social Media “Addiction”.

2:50 **Michael E. Smith**
To Tweet or Not to Tweet? Insights from Consumer Neuroscience Research on Super Bowl Ads

3:15 **Adriane Randolph**
Perceived Application of Neuroscience Tools by Experienced Salespersons

3:40 Coffee Break

4:00 Session 3: Social Neuroscience

4:00 **Cendri Hutcherson**
Accounting for Taste: A Neurocomputational Model of Decision Making for Self and Others

4:25 **Dana Carney**
Physiological Reactions When Observing Lies and Truths: Evidence and an Intervention to Enhance Accuracy.

4:50 **K.M. Sharika**
Can Tylenol Affect the Decisions We Make for Others?

5:15 Cocktail Reception and Networking

6:00 Dinner

Saturday, June 3

8:30 AM Continental Breakfast

9:30 Session 4: Extrapolating Neural Predictions

9:30 **Dino Levy**

Different EEG Metrics have Varying Levels of Predictive Accuracy of Subject's Preferences and Population Commercial Success.

9:55 **Cary Frydman**

Stock Trading Biases: From Neurofinance Experiments to Real World Markets.

10:20 **Nik Sawe**

Neural Predictors of Energy-efficient Purchases

10:45 Coffee Break

11:15 Session 5: Neuroeconomics

11:15 **Craig Fox**

Variants of Uncertainty: A Promising Domain for Decision Neuroscience Research?

11:40 **Sachin Banker**

Pain of Payment and the Moral Tax: The Neural Basis of Credit Card Effect

12:05 **Ian Krajbich**

Neural Mechanisms Underlying the Role of Attention in Value-based Choice

12:30 PM Lunch

2:00 Session 6: Self Control and Emotion

2:00 **Wendy Berry Mendes**

Affect Contagion: Physiological Covariation Among Strangers and Close Others

2:25 **Ian Ballard**

More is Meaningful: The Magnitude Effect in Intertemporal Choice Depends on Self Control

2:50 **Pablo Egana**
Emotion Regulation and After-School Clubs Heterogeneity in Highly Volatile
Communities: Evidence from El Salvador

3:15 **Nikki Sullivan**
Indulgent Food Options can Paradoxically Increase Dietary Self Control

3:40 Coffee Break

4:00 Session 7: Preferences and Purchase Decisions

4:00 **Uma Karmarkar**
Browsing vs. Buying: How Evaluation Mechanisms Differ Between Appraisal and
Choice

4:25 **Linda Couwenberg**
Neural Mechanisms Underlying Diversification in Consumer Choice

4:50 **Sangsuk Yoon**
To Choose or to Reject: The Asymmetric Effect of Decision Frames on
Subsequent Preferences

5:15 Cocktail and Hors D'oeuvres Reception