



8th Annual Interdisciplinary Symposium on
Decision Neuroscience

Ross Colloquium
6th Floor, Ross School of Business

Friday, June 1

9:00 AM **Continental Breakfast**

9:45 **Welcome and Opening Remarks**

10:00 **Session 1: Neuroeconomics**

Chaired by: Uma Karmarkar

10:00 **Catherine Hartley**
New York University, U.S.A.

Dynamic developmental changes in the computation of value

10:25 **Scott Huettel**
Duke University, U.S.A.

Moving beyond simple choice: From models to mechanisms

10:50 **Willem Verbeke**
Erasmus University, The Netherlands

Epigenetic markets of attachment styles: Explaining why economic actors with avoidant-attachment style show deviant economic-marketing behavior

11:15 **Karolina Lempert**
University of Pennsylvania, U.S.A.

Episodic memory ability predicts temporal discounting in older adults

11:45 Data Blitz

12:30 PM Lunch

2:00 Panel: Dual Systems
Moderator: Vinod Venkatraman

Panel Members:
Manuel Garcia-Garcia, IPSOS
Daniel Goldstein, Microsoft Research
Vanessa Hensler, Pinterest
Scott Huettel, Duke University
Brian Knutson, Stanford University
Carl Marci, Nielsen Cognitive Neuroscience

4:00 Coffee Break

4:30 Session 2: Social Neuroscience
Chaired by: Crystal Reeck

4:30 **Alan Sanfey**
Radboud University Nijmegen, The Netherlands

Social motivations in choice: Insights from decision neuroscience

4:55 **Baldwin M. Way**
The Ohio State University, U.S.A.

The role of inflammation and anti-inflammatory drugs in emotion and decision making.

5:20 **Noam Zerubavel**
Columbia University, U.S.A.

Neural precursors of future liking and reciprocity in a real-world group.

5:45 **Poster Session¹**

7:00 **Cocktail Reception and Dinner at Zingerman's Greyline**
100 N. Ashley Street, Ann Arbor

Saturday, June 2

8:00 **Consumer Neuroscience Workshop (for pre-enrolled students only)**
Uma Karmarkar and Vinod Venkatraman
Ross Boardroom – R6450
(Breakfast for workshop participants will be available from 7:30 am)

9:30 **Continental Breakfast**

10:30 **Session 3: Consumer Neuroscience**
Chaired by: Carolyn Yoon

10:30 **Brian Knutson**
Stanford University, U.S.A.

Neural ghosts in the market machine

10:55 **Alison Harris**
Claremont McKenna College, U.S.A.

Time and frequency dynamics of directed attention in stimulus attribute weighting

11:20 **Stephanie Smith**
The Ohio State University, U.S.A.

Packaging vs. product: Comparing the decision process for stimulus-based vs. representation-based choices.

¹ Posters will be displayed throughout the conference. Poster presenters are strongly encouraged to use lunch and coffee breaks for discussing their posters.

11:45 **Hang-ye Chan**
Erasmus University, The Netherlands

Neural Similarity in temporal lobe activation predicts out-of-sample prediction for videos

12:15 PM Lunch

2:00 Session 4: Methods in Decision Neuroscience
Chaired by: Vinod Venkatraman

2:00 **Laurette Dubé**
McGill University, Canada

Genetic neurobiological differential susceptibility, vmPFC/ACC dopamine, and foraging vs. comparative decision making: Insights from the field in dietary behavior and obesity domains.

2:25 **Piotr Winkielman**
University of California, San Diego, U.S.A.

The beauty and ugliness of averages: how categorization shapes evaluations.

2:50 **Stephanie D. Preston**
University of Michigan, U.S.A.

Decision Neuroscience from an ecological perspective

3:15 **Kent Berridge**
University of Michigan, U.S.A.

Wanting, liking, choosing

3:45 Coffee Break

4:15 Session 5: Neuroscience, Privacy and Security
Chaired by: Angelika Dimoka

4:15 **Crystal Reeck**
Temple University, U.S.A.

Consumer privacy tradeoffs: Neural mechanisms underlying privacy calculus

4:40 **Anthony Vance**
Brigham Young University, U.S.A.

Why do people fail to comprehend security warnings? Potential insights from fMRI and eye tracking

5:00 Closing Remarks

5:10 Wine and Snacks

Posters

Tyler Adkins (University of Michigan) - *Human visuo-motor decision making under risk is not optimal*

Martha Berg (University of Michigan) - *Can Social Anxiety Improve Empathic Accuracy? An ERP Investigation*

Rahul Bhui (Harvard University) - *Decision by sampling implements efficient coding of psychoeconomic functions*

Han Chen (Temple University) - *Relative effectiveness of print versus digital advertising for brand marketing*

Lindsay Conner (University of Central Florida) - *Encoding and retrieval of value: Unique and common contributions from the valuation network during phases of memory*

Rachael Gwinn (The Ohio State University) - *The neural computation and comparison of value in simple choice*

Yaoguang Jiang (University of Pennsylvania) - *The neural correlates of strategic competition*

Bridget Kirby (DePauw University) - *ERP correlates of ethical decision making: Effect of who gets paid and when*

Tao Liu (Zhejiang University) - *Exposure to luxury brands reduces inter-brain synchronization across cooperative dyads: A fNIRS-based hyperscanning study*

Matthew Moore (University of Illinois at Urbana-Champaign) - *The influence of observed non-verbal social interactions on subsequent ultimatum game decisions: An event-related potential investigation*

Franck Loic Soh Noume (University of Arkansas) - *Using reductionism and reconstructivism to leverage neuroscience for building social theories*

Cristina Salvador (University of Michigan) - *Pathogen Threat and Vigilance to Norm Violations: An EEG Examination*

Steven D. Shaw (University of Michigan) - *Social norms, self-enhancement, and genes: The role of dopaminergic, serotonergic, and oxytocinergic genes in self-construal*

Feng Sheng (University of Pennsylvania) - *Neural pattern similarity reveals brand equity*

Jony Sheynin (University of Michigan) - *Decision making under risk in obsessive-compulsive disorder and anxiety: A prospect theory model*

Nicolette Sullivan (Duke University) - *Dietary self-control depends on the latency and rate of information accumulation during choice*

Lukasz Tanajewski (Kozminski University) - *Cognitive resources and self-control of impulses: a new neuroeconomic model*

Ryan Webb (University of Toronto) - *Assessing consumer demand in a random utility model with noisy neural measurements*

Lin Yang (University of Pennsylvania) - *Relating to brand differently: A neural framework*

Qinggang Yu (University of Michigan) - *Cultural variation in the gray matter volume of the prefrontal cortex is moderated by the Dopamine D4 Receptor Gene (DRD4)*