

Activity in the nucleus accumbens explains individual differences in rapid and intuitive social decision making.

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Abstract

It has been long postulated that social decision making consists of at least two different levels: rapid intuitive and slow reflective processes. However, behavioral and neuronal evidence of this hypothesis remains poorly identified. Here, we address this issue by conducting behavioral and fMRI experiments of the ultimatum game with cognitive load. Prior to the experiments, subjects were classified into prosocials ($n=39$) and individualists ($n=20$) by the definition of social value orientation (Van Lange et al. 1989; Haruno & Frith 2010), which has been proposed as characterizing rapid and intuitive attitudes towards the division of resources. Subjects were asked to respond whether to accept or reject a sequence of divisions of 500 yen offered by proposers. The subjects were also required to memorize a five-digit number prior to the presentation of the offer, and had to answer the next number to the one displayed on the screen after the response.

Host: Hiro. Nakahara Lab for Integrated Theoretical Neuroscience