

LECTURE

Tuesday,
13th June 2017

12:15 - 13:15

Campus Biotech
Room 144.165
9, chemin des Mines
Geneva

Anticipatory affect and the neural prediction of choice

Prof. Brian Knutson

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Affect occurs not only in response to choice outcomes, but also can precede and influence choice. The spatial and temporal resolution of functional magnetic resonance imaging (fMRI) now allows investigators to visualize changes in neural activity seconds prior to choice. I will review efforts in our laboratory to use fMRI to visualize neural correlates of “anticipatory affect,” and then to use that activity to predict upcoming choice in domains ranging from investing to shopping. If time allows, I will also discuss research that attempts to link levels of analysis “down” to underlying physiology with optogenetics and “up” to forecast aggregate choice with internet market data ■

Swiss Doctoral School in Affective Sciences

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