

# Decision Processes Colloquium

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**Monday, November 28, 2011**

## **Antonio Rangel**

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### **The Neuroeconomics of Simple Choice**

A growing consensus in neuroscience suggests that the brain makes simple choices by assigning values to the options under considerations that are then compared to make a decision. This talk will describe recent work using computational modeling, fMRI, EEG, and eye-tracking, showing how values are computed in the ventromedial prefrontal cortex, as well as the role that attention plays in the computation and comparison of such value signals, and how they are aggregated into a choice.