Decision Processes Colloquia

Monday, October 23, 2017

Where: 250 JMHH

When: 12:00 – 1:15 pm

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The Dynamics of Attention and Choice Across Domains

ABSTRACT:

Decision making is not instantaneous. Instead, decisions emerge over time as information is collected, evaluated, and compared. Yet many decision researchers use static models of choice behavior and focus their analyses on choice outcomes or on trial-level statistics. To gain better insight into the choice processes involved in decision making, we use eye-tracking, brain-activity, response-time, and choice data to develop and test dynamic sequential sampling (e.g. drift-diffusion) models of choice across various domains. This combined experimental-computational methodology sheds new light on common principles and neural mechanisms that underlie decision making. Additionally, we investigate how people use information from others' choice processes (e.g. their response times) to infer their hidden beliefs or preferences.

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