

Marketing Colloquia

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741 JMHH (note this an IN-PERSON seminar)
12:00 PM to 1:10 PM

Zoom: <https://upenn.zoom.us/j/96448809911>

NEUROFORECASTING: FORECASTING AGGREGATE CHOICE USING NEURAL MEASURES

ABSTRACT

Motivated by both theoretical questions and potential practical implications, consumer neuroscientists have begun to explore how brain activity can be used to improve forecasts of market behavior. Recent work in neuroforecasting has demonstrated that individual components of the consumer decision-making process vary with regards to how informative they are in forecasting market behavior. In the pursuit of more accurate forecasting, researchers using neuroimaging methods have found that some components of individual choice generalize more than others across consumers, and thus scale more effectively to inform aggregate-level forecasts (Genevsky, Yoon, & Knutson, 2017; Knutson & Genevsky, 2018). This partial scaling account suggests that there are both generalizable and idiosyncratic components of the individuals' decision-making process. Extrapolating aggregate choice from only the most generalizable components seems to lead to improved forecasting accuracy, while the inclusion of idiosyncratic components may introduce unsystematic noise to prediction models, and thus decreases forecasting accuracy. A central question then becomes, which choice components may generalize most broadly and thereby inform forecasts of aggregate behavior? Key insights are provided by the literature in neuroeconomics and affective neuroscience in the form of the Affect Integration Motivation (AIM) framework (Samanez-Larkin & Knutson, 2015). In this talk, I will discuss the AIM framework and present recent neuroforecasting findings.