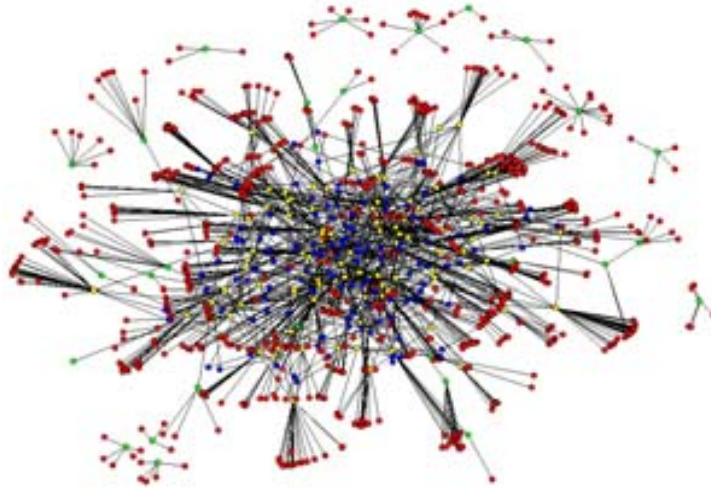


Human Sciences and Complexity
Four-Campus Video-Conference Series presents



live telecast of the Marschak Colloquium from UCLA
cosponsored by the UCLA Department of Economics and
the UCLA Anderson Behavioral Decision Making Group
November 3: Friday, 1-3pm

Colin F. Camerer (CalTech Axline Professor of Business Economics)

<http://www.hss.caltech.edu/~camerer/> (live link in pdf)

“Behavioral Economics and Neuroeconomics”

<http://eclectic.ss.uci.edu/~drwhite/center/cac.html#Camerer>

Abstract: Neuroeconomics seeks to ground economic theory in detailed neural mechanisms which are expressed mathematically and make behavioral predictions. One finding is that simple kinds of economizing for life-and-death decisions (food, sex and safety) do occur in the brain as rational theories assume. Another set of findings appears to support the neural basis of constructs posited in behavioral economics, such as a preference for immediacy and nonlinear weighting of small and large probabilities. A third direction shows how understanding neural circuitry permits predictions and causal experiments which show state-dependence of revealed preference- except that states are biological and neural variables.

Video and Main Conference Locations for Participants

UCSD: 260 Galbraith Hall – Mary Gibsen mgibsen@ucsd.edu 858 534-8265

UCR: A139 Olmsted Hall – Mike Capriotti mcap@ucr.edu 951 827-3045

UCI: 122 Social Science Tower – Jeffrey.Fisher@uci.edu 949 824-7581

UCLA: ANDERSON KORN HALL