



**University of  
Zurich** <sup>UZH</sup>

## Department of Economics – Neuroeconomics Seminar

**May 12, 2022 - 17:00 - 18:00**

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### **Modeling the crosstalk between attention and preference formation in value-based choice**

In recent years, there has been a surge of interest on the role of attention in decision making. Most prominently, it has been argued that attention influences preference formation by biasing choices towards options that are looked at more. However, there is also good evidence that attention can be driven by value-related information. In this talk, I will present data and modeling results from eye-tracking studies that suggest attention and valuation to interact dynamically with each other. This allows the decision maker to make adaptive and efficient goal-based decisions by orienting attention towards the most promising choice candidates.