



**University of
Zurich** ^{UZH}

Department of Economics – Neuroeconomics Seminar

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How we connect: From shared attention to social networks

The human brain evolved to be massively interactive with its social environment. A deep understanding of human thought and behavior will therefore require research that incorporates the context of others. In this talk I will present behavioral and neuroimaging studies from my lab that demonstrate how people use conversation to align their mental models and how this alignment predicts influence and friendship in real world social networks. I will also highlight recent methodological advances that are increasingly affording the study of natural social behavior and goals for the field moving forward.