



**University of
Zurich** ^{UZH}

Department of Economics – Neuroeconomics Seminar

27 October 2016 - 17:00 - 18:00

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Irrationality and sub-optimality in multi-alternative decision making

In multi-alternative decisions (i.e., decisions with more than two choice options), people often exhibit choice patterns that are incompatible with the independent evaluation of options, thereby violating a core assumption of classical economic theory. Hence, studying such decision environments tells us something about how decisions are actually made, which has also important implications for understanding the neural basis of decision making. I will present two studies in which we examined multi-alternative decision making and reward valuation using a combined approach of cognitive modeling, fMRI, and eye-tracking analyses.