



**University of
Zurich** ^{UZH}

Department of Economics – Neuroeconomics Seminar

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Neural decoding of social attitudes

In this talk, I will discuss three neuroimaging studies that aim to decode individuals' attitudes toward various social objects using multi-voxel pattern analysis (MVPA). The first study investigated whether we are able to predict individuals' attitudes toward celebrities just by looking at their brain activations. The second study investigated whether individual differences in implicit ethnic prejudice could be predicted by amygdala activity. The last study investigated whether individual differences in implicit self-esteem (as measured by an Implicit Association Test [IAT]) are associated with robust neural representations, thus aiming to establish the neural validity of the implicit self-esteem measure. Finally, based on these findings, I will discuss how neuroimaging methods can contribute to psychological research on attitudes.