



**University of
Zurich** ^{UZH}

Department of Economics – Neuroeconomics Seminar

October 07, 2021 - 17:00 - 18:00

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The measurement crisis in cognitive neuroscience

Cognitive neuroscience is facing yet another crisis, centered on the measurement characteristics of both imaging and behavioral measures. I will first discuss concerns regarding the reliability of fMRI data and the results of common analysis methods. I will then discuss concerns that have arisen regarding the validity of constructs that are commonly used in the cognitive neuroscience literature. Methods will be proposed to address both of these concerns.