



PROVOST LECTURE

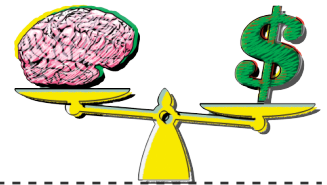


Paul W. Glimcher

Julius Silver Professor of Neural Science,
Economics and Psychology
at New York University

Director, Institute for the Interdisciplinary Study
of Decision Making, NYU

The Neurobiology of Decisions: How Our Brains Pick What We Like



Over the course of the past decade a revolution has swept through the field of neurobiology. A decade ago, the process by which our brains choose friends, foods, finances, or anything else was completely unknown. Today, we not only know how these kinds of choices are made but can use advanced technologies to observe, and even manipulate, these processes. In this lecture, Professor Glimcher will describe the basic mechanism by which we make choices, show how many of the idiosyncracies of our behavior emerge from features of this brain mechanism, and will even examine how this understanding can and should influence public policy.

*** March 11th, 2014 ***

16:30-18:30, Room 385, Geography Building

*** Light Refreshments Will Be Served ***

The Provost Lectures will be biannual, delivered by distinguished scholars on topics that are cross-disciplinary and of broad interests.