Title:
Value, Competition and choice in the medial frontal cortex.

Abstract:

I will present data from a series of studies that try to deconstruct the several roles of the medial prefrontal cortex in value computations and competitions. Despite the ubiquitous nature of value responses throughout the brain, the ventromedial prefrontal cortex appears unique in its capacity for flexible representation and computation of value. We have previously argued that signals in vmPFC might reflect both valuation and selection between options of different value. Here, I will present an approach that combines computational techniques with human imaging and macaque single unit physiology data to allow more mechanistic inferences about these valuation and competition processes. These data represent early attempts towards understanding the cellular representations and first-pass inferences about the potential circuits that might underlie these processes that underlie so much of human life.