1. Introduction

Policymakers use Contingent Valuation (CV) surveys to measure willingness to pay for non-market goods.

Subjective value measured via BOLD allow us to predict preferences outside the scanner [1,2,3].

Does CV measure preferences for goods that match subjective value signals?

2. Methods

Scanner: Passively view and value goods in terms of a dollar amount.

Behavior: Bid on snacks, rate activities, choose consumer items, and vote on environmental proposals.

3. Neural Correlates of Valuation (Preliminary Results)

Random-effects GLM (n = 12) reveals (FDR uncorrected) correlation in striatum, VMPFC – areas implicated in the representation of subjective value [4].

5. VMPFC Event-Related Averages

6. BOLD signal Match to Preferences

Average percent signal-change is lower for less preferred items, except for CV.

6. Preliminary Conclusion

Preferences measured by CV appear to not correlate with traditional ‘Subjective Value’ areas.

However, a sub-population may exist that exhibit positive correlations within subjective value regions:

CV responses exhibit positive correlations with subjective value regions for a smaller group of subjects.

References


