



# New York University

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## PAID BEHAVIORAL STUDY – Must be 18 years or older

*Name of study:* Neural Representation of Valuation

*Purpose of study:* To understand how the brain places value on different kinds of goods.

*Name of experimenter:* Anna Konova

*Name of faculty supervisor:* Professor Paul Glimcher

*Name of Department:* Center for Neural Science

*Location of study:* Center for Experimental Social Science, 5<sup>th</sup> Floor, 19 W 4<sup>th</sup> St.

Or

Room 910, 4 Washington Place

*Specific requirements:* Must be at least 18 years of age to participate. Must not be diabetic. Rate, value, and make choices between food, money, and consumer items.

*Type of activity:* Valuation and Decision Making

*Number of Sessions:* up to 3 sessions

*Approximate time per session:* approximately 2 hours


*Payment:* \$20 /hr plus possible food/consumer item rewards or additional money

*Contact information:*

*Name:* Anna Konova

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 **NYU** IRB#-FY2016-536  
APPROVED: 03/21/17-03/20/18

*Approved by B.W.*

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