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Latest: Video interview with The Guardian - I'll be speaking at the Activate Summit in New York in April... 18th March.

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- Overlapping Experiment Infrastructure: Why run experiments?
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5th April - comment - like
- Dan Harvey and Robert Knight like this.

Kris Jack added documents to this group
- Bayesian Online Learning for Multi-label and Multi-variate Performance Measures
- Novel Tools To Streamline the Conference Review Process: Experiences from SIGKDD'09
- TrueSkillTM: A Bayesian skill rating system
26th March - comment - like

Nicolas Estevés has joined this group
24th March - comment - like

Robert Knight added a document to this group
- Bed -Tree : An All-Purpose Index Structure for String Similarity Search Based on Edit Distance Categories and Subject Descriptors
13th February - like

Robert Knight This is the paper that the previously added paper by Behm et al. spends some time bashing.
13th February

Robert Knight added a document to this group
- Answering Approximate String Queries on Large Data Sets Using External Memory
13th February - like

Robert Knight This paper uses q-gram inverted indexes for approximate searches in the 10M-entry database of MedLine titles - possibly of interest in relation to https://office.mendeley.internal/traowis/ExemBasedTitleLookup.
13th February

Robert Knight There is a related web-page with Academic-BSD licensed code at http://flamingo.ics.ucl.edu/
13th February

James Hammerton Thanks for this, I'll have a look at it in due course
13th February
Neural correlates of behavioral preference for culturally familiar drinks.

by Samuel M McClure, Jian Li, Damon Tomlin, Kim S Cypert, Latané M Montague, P Read Montague

Psychology > Miscellaneous Papers

Volume: 44, Issue: 2, Publisher: Elsevier, Pages: 379-387
PubMed ID: 15473974

or Find this paper at:

Abstract
Coca-Cola (Coke) and Pepsi are nearly identical in chemical composition, yet humans routinely display strong subjective preferences for one or the other. This simple observation raises the important question of how cultural messages combine with content to shape our perceptions; even to the point of modifying behavioral preferences for a primary reward like a sugared drink. We delivered Coke and Pepsi to human subjects in behavioral taste tests and also in passive experiments carried out during functional magnetic resonance imaging (fMRI). Two conditions were examined: (1) anonymous delivery of Coke and Pepsi and (2) brand-cued delivery of Coke and Pepsi. For the anonymous task, we report a consistent neural response in the ventromedial prefrontal cortex that correlated with subjects’ behavioral preferences for these beverages. In the brand-cued experiment, brand knowledge for one of the drinks had a dramatic influence on expressed behavioral preferences and on the measured brain responses.

Related research
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Groups
Memory systems

Tags
brand neuroscience
Neural Correlates of Behavioral Preference for Culturally Familiar Drinks

Samuel M. McClure,1,2,3 Jian Li,1 Damon Tomlin, Kim S. Gross, and P. Read Montague
Department of Neuroscience
Montereyian Department of Psychiatry and Behavioral Sciences
Baylor College of Medicine
1 Baylor Plaza
Houston, Texas 77030

Summary
Coca-Cola® (Coke®) and Pepsi® are nearly identical in chemical composition, yet humans routinely display strong subjective preferences for one or the other. This simple observation raises the important question of how cultural messages combine with content to shape our perceptions; even to the point of modifying behavioral preferences for a primary reward like a sugary drink. We delivered Coke and Pepsi to human subjects in behavioral taste tests and also in passive experiments carried out during functional magnetic resonance imaging (fMRI). Two conditions were examined: (1) anonymous delivery of Coke and Pepsi and (2) brand-cued delivery of Coke and Pepsi. For the anonymous task, we report a consistent neural response in the ventromedial prefrontal cortex that correlated with subjects' behavioral preferences for these beverages. In the brand-cued experiment, brand knowledge for one of the drinks had a dramatic influence on expressed behavioral preferences and on the measured brain responses.

Introduction
Perceptual constructs are generally multidimensional, integrating multiple physical and cognitive dimensions to generate coherent behavioral preferences. In sensory processing, the idea of multidimensional integration has long been used to frame a range of questions about cross-modal interactions in physiological and behavioral responses (Stein et al., 1996; 2006; Wallace and Stein, 1997). Armony and Dolan, 2001; Dolan et al., 2001; Laurienti et al., 2002; 2008). This same multidimensional perspective has also been developed for olfactory and gustatory processing, where the detection, discrimination, and perceived intensity of stimuli are not only functions of the primary physical properties (odors, flavors) but are also modulated “cross-modally” by visual input (Gotfried and Dolan, 2003; auditory input, and current neural responses, and the modulation of both by non-odor or non-flavor stimuli—that is, the sensory problem. Ultimately, such sensory discriminations and the variables that influence them serve to influence expressed behavioral preferences. Hence, there is another large piece of the problem to understand. For modern humans, behavioral preferences for food and beverage are potentially modulated by an enormous number of sensory variables, hedonic states, expectations, semantic priming, and social context. This assertion can be illustrated with a quote from Anderson and Revelle (2003) profiling work of Small et al. (2003) on taste intensity and pleasantness processing:

“A side of perfectly grilled woody-flavored celery paired with subtly bitter pale green leaves of curly endive and succulent petals of tomato in a deep, rich balsamic dressing. Delicate slices of pate-crusted duck breast saturated with an assertive, tart-sweet tarragon-infused marsala.”

The text goes on further, but note that the sheer lushness of the description adds somehow to the appeal of the food described. Also notice one implicit point of the description: many roles of social, cognitive, and cultural influences combine to produce behavioral preferences for food and drink. The above description likely would not appeal to a strict vegan or an owner of a pet duck. Anderson and Revelle point out that the preferences in-duced by their taste originated from the economic demands on our early forebears and were unlikely to have been strictly about aesthetic responses to food and drink.

However, the modern problem is different. Cultural influences on our behavioral preferences for food and drink are now intertwined with the biological expediency that shaped the early version of the underlying preference mechanisms. In many cases, cultural influences dominate what we eat and drink. Behavioral evidence suggests that cultural messages can insinuate themselves into the decision-making processes that yield preferences for one consumable or another. Consequently, the appeal or repulsion of culturally relevant sights, sounds, and their associated memories all contribute to the modern construction of food and drink preferences. The neural substrates underlying food and drink preferences and their influence by cultural images have not been explored. As alluded to above, the majority of work on olfaction and gustation has focused on sensory processing. In this paper, we combine simple taste tests and event-related functional magnetic resonance imaging (fMRI) to probe the neural responses that
Neural correlates of behavioral preference for cultural

Related research

Uncovering "Theories-in-use": Building Luxury Wine Brands

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Motivation is the driving force by which we achieve our goals, and is said to be intrinsic or extrinsic. The term is generally used to describe human behavior, but can refer to the causes of animal behavior as well. According to various theories, motivation may be rooted in a basic need to minimize physical pain and maximize pleasure, or it may include specific needs such as eating and resting, or a desired object, goal, state of being, ideal, or it may be attributed to less-apparent reasons such as altruism, selflessness, morality, or avoiding mortality. The most well-known theories of motivation include Maslow's Hierarchy of needs, Herzberg's Motivation-Hygiene theory, Alderfer's ERG theory, and Vroom's expectancy theory.

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Persuasive Technology
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Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being.
Human beings can be proactive and engaged or, alternatively, passive and alienated, largely as a function of the social conditions in which they develop and function. Accordingly, research guided by self-determination theory has focused on the...

A Theory of Human Motivation
A H Maslow in Psychological Review (1943)
This paper develops a theory of social norms: what they are, how they form, and how they change. The theory also makes predictions about group formation, categorization, and discrimination, and it can be extended to model leadership and fairness.
The prevalence of common mental disorders and PTSD in the UK military: using data from a clinical interview-based study

Amy C. Iversen*1, Lauren van Staden1, Jamie Hacker Hughes2, Tess Browne1, Lisa Hull1, John Hall3, Neil Greenberg2, Roberto J Ronai1, Matthew Hotopf3, Simon Wessely1 and Nicola T Fear2

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Abstract
Background: The mental health of the Armed Forces is an important issue of both academic and public interest. The aims of this study are to: a) assess the prevalence and risk factors for common mental disorders and post traumatic stress disorder (PTSD) symptoms, during the main fighting period of the Iraq War (TALIC I) and later deployment to Iraq or elsewhere and enlistment status (regular or reserve), and b) compare the prevalence of depression, PTSD symptoms and suicidal ideation in regular and reserve UK Army personnel who deployed to Iraq with their US counterparts.

Methods: Participants were drawn from a large UK military health study using a standard two phase survey technique stratified by deployment status and engagement type. Participants undertook a structured telephone interview including the Patient Health Questionnaire (PHQ) and a short measure of PTSD (Primary Care PTSD, PC-PTSD). The response rate was 76% (821 participants).

Results: The weighted prevalence of common mental disorders and PTSD symptoms was 27.2% and 4.8%, respectively. The most common diagnoses were alcohol abuse (18.0%) and neurotic...
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University of Cambridge - Arts & Literature

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An open group to collect and discuss articles around the future of science, peer review, open access, and science 2.0 / 3.0 ideas.

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