



Neuroeconomics: Looking Deep into the Brain to Understand Behavior and Decision-Making

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The Laboratory for Social and Neural Systems research (SNS Lab) is the heart of the Zurich Center for Neuroeconomics. In this highly interdisciplinary laboratory, researchers from such diverse fields as Economics, Neuroscience, Psychology, Mathematics and Physics explore the biological and neurological mechanisms that underlie decision-making. They combine cutting-edge brain imaging technologies with non-invasive brain stimulation, neuropharmacology, and computational modeling.

Your visit includes a one-hour tour through the SNS Lab located in a custom-built section of the MR Centre at the University Hospital Zurich. Besides introductions to the various equipment like the fMRI scanner and live demonstrations, leading scientists will present highlights of the research conducted in the center – one of the world's pioneers in the field of Neuroeconomics.

More information: [Zurich Center for Neuroeconomics and SNS Lab](#)



The control room of the SNS Lab. (Image: UZH)



fMRI experiments are carried out on a Philips Achieva 3T whole-body scanner. (Image: UZH)