
CE ESTE NEUROECONOMIA? (II) NEUROECONOMIA EXPERIMENTALĂ ȘI TEORIA JOCURILOR

WHAT IS NEUROECONOMICS? (II) EXPERIMENTAL NEUROECONOMICS AND GAME THEORY

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Abstract: In this paper we present the importance of the new field of neuroeconomics and its advanced research methods for the analysis of economic decisions in experimental games. We order to provide explanation of important elements of economic behavior, we intend to establish connection between the formal theory of decision-making and the analysis of the decision process. Game theory provides a convenient platform for neuroeconomics studies because it formally connects the strategic decisions of multiple individuals to group-level outcomes through a precisely defined mechanism. In this paper we also present two methods used by neuroscientists to explain why people as human beings are very complex and why they react in different ways when dealing with different situations

Keywords: Neuroeconomics, trust game, brain regions, oxytocin, neuroeconomics experiments.