



Behavioral Decision Making Group Colloquium Series

is pleased to present



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Decision Making in the Aging Brain: A Neuroeconomic Translational Approach

ABSTRACT

As the swell of baby boomers continue to age into retirement, the business world is increasingly interested in how to apply research on aging and decision making. The neuroeconomic approach in our lab combines experimental methods, models, and theory from psychology, economics, and neuroscience to characterize age differences in decision making in the laboratory and in the real world. This talk will review recent research on age differences in intertemporal and risky decision making using this approach. This work has identified interesting divergent patterns across adulthood in different contexts; in some situations the elderly outperform young adults and in other situations they appear to make more mistakes. In new work in progress, we are collaborating with financial firms and foundations to translate and extend these findings to inform the development and marketing of new products aimed at middle aged and older adults.

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