



# Neuroeconomics: Chapter 19. Neural Mechanisms for Perceptual Decision Making

*Joshua I. Gold, Hauke R. Heekeren*

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Perceptual decisions are deliberative processes that convert noisy neural representations of sensory input into categorical judgments. Because these decisions are amenable to laboratory study, there has been considerable progress in understanding their underlying neural mechanisms. Using a combination of psychophysics, mathematical theory, and physiological measurements in behaving subjects, particularly monkeys, researchers have begun to identify neural substrates for both the representation of sensory input and the readout of that representation to form the categorical judgment. More recent work combining psychophysics with functional neuroimaging is extending these results to understand how and where in the human brain these deliberative decision processes are implemented. In addition to confirming similar basic mechanisms in monkeys and humans, this work is providing new insights into how these processes relate directly to other, more varied and more complex forms of decision making.

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