



Neuroeconomics: Chapter 11. Social Preferences and the Brain

Ernst Fehr, Ian Krajbich

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What motivates people to care about others is a fundamental question in the social and cognitive sciences.

Here we discuss economic models of social preferences and how they help us to understand the

psychological costs and benefits in social decisions. We then analyze recent neuroeconomic findings on

social preferences with the goal of creating a coherent picture of the neural circuitry involved in social

decisions. We argue that the insula and anterior cingulate cortex first determine what is socially appropriate

and whether any norms have or will be violated, the amygdala generates emotional responses to these

outcomes, the temporoparietal junction promotes perspective-taking, and finally the dorsolateral prefrontal

cortex incorporates this information to modulate the overall utilities, and thus decisions, in the striatum and

ventromedial prefrontal cortex. We conclude by discussing the implications of this research for

understanding deficits in social behavior and how to potentially improve our own social behavior.

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