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The Role of Dopamine, Serotonin, and Oxytocin; 3.1 Dopamine; 3.1.1 Medial Dopamine System and Incentive Salience; 3.1.2 Lateral Dopamine System and Cognitive Control; 3.2 Serotonin; 3.3 Oxytocin 3.3.1 Neural and Behavioral Responses to a Change in Central Oxytocin 3.3.2 Effect of Oxytocin Depends on a Species' Evolutionary History; 3.3.3 Effect of Oxytocin Depends on Context; 3.3.4 Effect of Oxytocin Depends on Personality; 3.4 Summary; References; 4 Individual Differences in Prosocial Decision Making: Social Values as a Compass; 4.1 How Social Values Become Part and Parcel of Stable Personality Types; 4.1.1 Environmental Influences on Prosocial Behavior; 4.1.2 Genetic Influences on Prosocial Behavior; 4.1.3 Gene Environment Interactive Effects on Prosocial Behavior 4.2 Social Values Define the Type of Rationality that Underscores Prosocial Decision Making: A Conceptual Model 4.2.1 Value Inclination; 4.2.2 Contextual Influences; 4.2.3 Brain Processes and Behavior; 4.2.3.1 Direct Measures; 4.2.3.2 Indirect Measures; 4.3 Costly Punishment and Strong Reciprocators; 4.3.1 Laboratory Experiments Showing Strong Reciprocity; 4.3.2 Neural Correlates of Punishment; 4.3.3 Can this Paradox be Resolved by Gaining Insight into Individual Differences?; 4.4 Summary; References; 5 Beyond Parochialism: Cooperation Across the Globe; 5.1 Heuristics and Rationality 5.2 Groups Define the Boundaries of Prosocial Behavior

Sommario/riassunto

This summary of recent research in neuroeconomics aims to explain how and why a person can sometimes be generous, helpful, and cooperative, yet other times behave in a self-interested and/or exploitative manner. The book explains a dual process of analysis measuring immediate needs of the individual, relative to long term gains possible through prosocial behavior (e.g. synergy, accumulating profits, (in)direct reciprocity) with the output further mitigated by the motivation of the individual at that moment and any special circumstances of the environment. Ultimately it can be shown that prosocial
