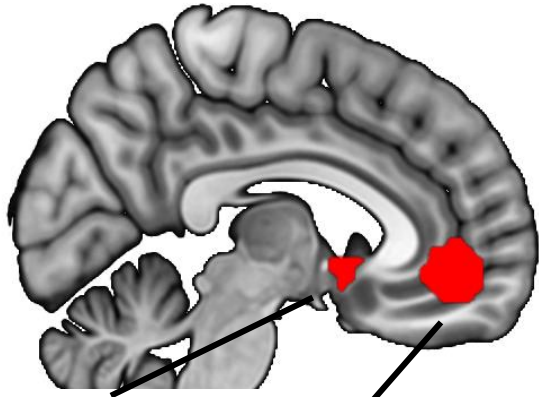


# THE BRAIN'S VALUATION CIRCUIT CAN COMPUTE SUBJECTIVE VALUE WITHOUT CONSCIOUS AWARENESS (Grant 315/20)

## Value Computations in the Brain



## The Brain's Core Valuation Areas

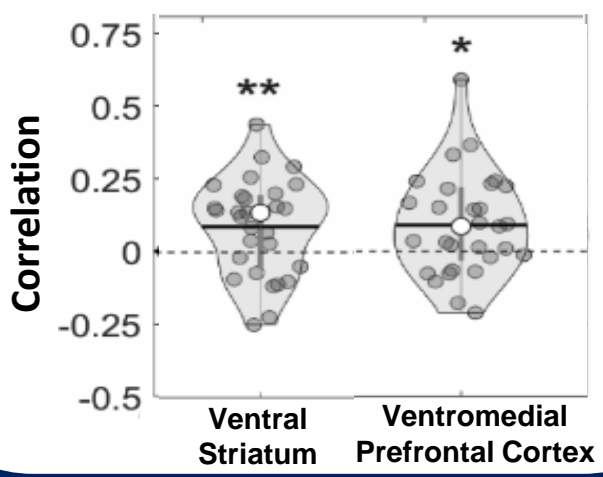


Ventral Striatum    Ventromedial Prefrontal Cortex

## Study 1: Subliminal Beauty



## Brain Signal Scales with Beauty Ratings of Invisible Faces



## Study 2: Subliminal Risk

Target 1	Target 2	Choice
		safe 1 risky 5
Grabs Attention	Invisible Risk (High/Low)	Visible Reward (High/Low)

## Invisible Risk is Integrated with Visible Reward

