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The Cognitive Neuroscience of Human Decision Making: A Review and Conceptual Framework

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Decision making is a complex cognitive process that involves the integration of information from various sources to select a course of action. This process is influenced by a variety of factors, including emotions, social norms, and cognitive biases. The study of decision making has a long history, with early work focusing on the rational aspects of the process. More recent research has emphasized the role of emotions and social factors in decision making. This review examines the current state of research on the cognitive neuroscience of decision making, with a focus on the role of the ventromedial prefrontal cortex (VMPFC). The VMPFC is a region of the brain that is involved in a variety of cognitive and emotional processes, and it has been shown to be important for decision making. Damage to the VMPFC leads to significant impairments in decision making, particularly in the ability to make choices that are consistent with long-term goals. This review discusses the evidence for the role of the VMPFC in decision making, and it proposes a conceptual framework for understanding the cognitive neuroscience of decision making.



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CONCLUSION

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