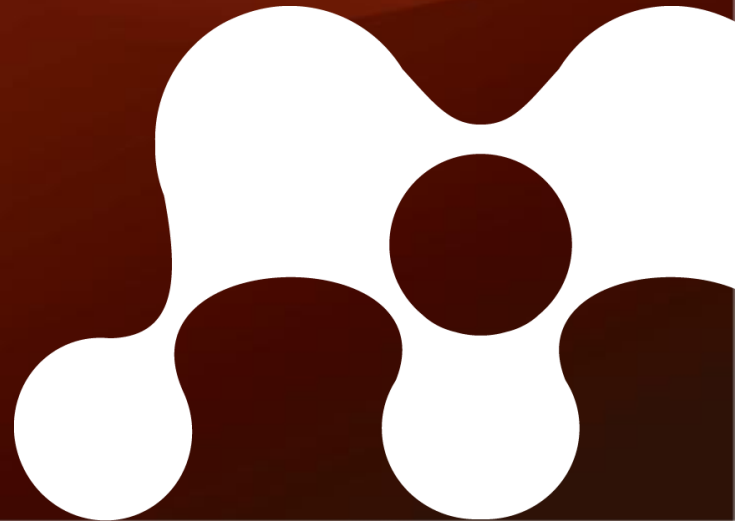


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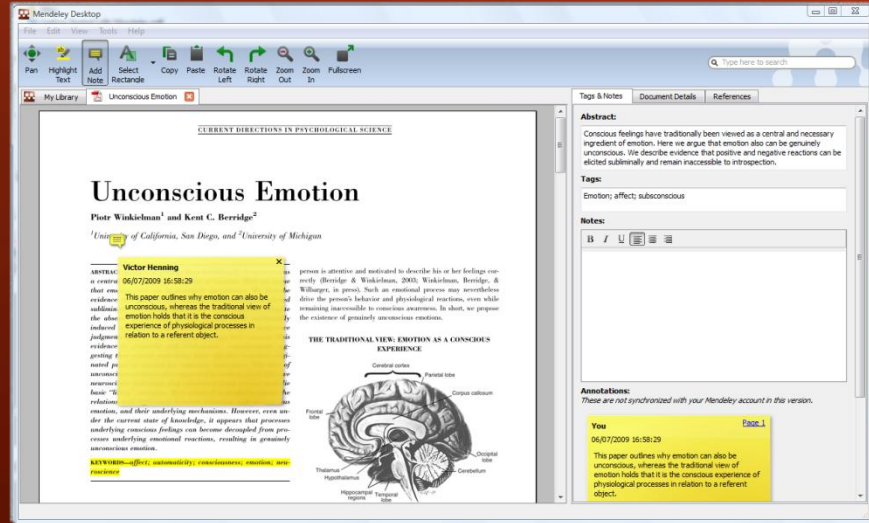


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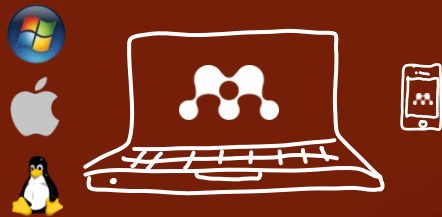
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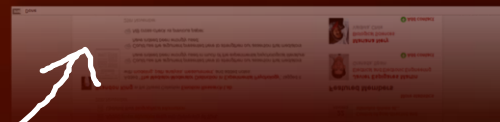
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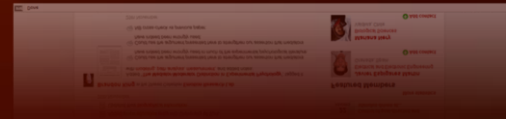
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Incorporating contextual information in recommender systems using a multidimensional approach ✕

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James R Bettman, Mary Frances Luce, John W Payne in *Journal of Consumer Research* (1998)

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by Samuel M McClure, Jian Li, Damon Tomlin, Kim S Cypert, Latané M Montague, P Read Montague

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### Related research

Neuron (2004)

Volume: 44, Issue: 2, Publisher: Elsevier, Pages: 379-387

PubMed ID: 15473974

Available from [www.ncbi.nlm.nih.gov](http://www.ncbi.nlm.nih.gov)

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## Abstract

Coca-Cola (Coke) and Pepsi are nearly identical in chemical composition, yet humans routinely display strong subjective preferences for one or the other. This simple observation raises the important question of how cultural messages combine with content to shape our perceptions; even to the point of modifying behavioral preferences for a primary reward like a sugared drink. We delivered Coke and Pepsi to human subjects in behavioral taste tests and also in passive experiments carried out during functional magnetic resonance imaging (fMRI). Two conditions were examined: (1) anonymous delivery of Coke and Pepsi and (2) brand-cued delivery of Coke and Pepsi. For the anonymous task, we report a consistent neural response in the ventromedial prefrontal cortex that correlated with subjects' behavioral preferences for these beverages. In the brand-cued experiment, brand knowledge for one of the drinks had a dramatic influence on expressed behavioral preferences and on the measured brain responses.

### Related research

Uncovering "Theories-in-use": Building Luxury Wine Brands  
M Beverland in *European Journal of Marketing* (2004)

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## Neural Correlates of Behavioral Preference for Culturally Familiar Drinks

Samuel M. McClure,<sup>1,2</sup> Jose L.J. Gomez-Torres,<sup>1</sup>  
Kris E. Cyppert, Lauren M. Montague,  
and R. Ross Montague<sup>1</sup>  
Department of Neuroscience  
Moninger Department of Psychiatry  
and Behavioral Sciences  
Duke University Medical Center  
1 Esplanade, Room 3000  
Durham, North Carolina 27710

**Summary**

Gene *Exer1* (*Exer1*) and *Pap30* are nearly identical in chemical composition, yet humans reactively display strong subjective preferences for one or the other. This simple observation raises the important question of how cultural messages combine with conflict to shape our preferences for the world of food.

*Physical constraints are generally multidimensional*

integrating multiple physical and cognitive dimensions to generate coherent behavioral performance. In sensory processing, the idea of multimodal integration has long been used to frame a range of questions about cross-modal interactions in physiological and behavioral responses (Seki et al., 1990; Stein, 1990; Wallace and Stein, 1991; Arbib and Sapiro, 1994; Jones et al., 1995; Leonard et al., 1996, 2003). The term multimodal integration has been used to describe the efficiency and adaptability required, where the detection, discrimination, and associated intensity of stimuli are not only functions of the primary physical properties (e.g., frequency but also associated "contextual" properties) but visual (Landini and Selen, 2003), auditory (e.g., and nonverbal) value (Fairfield et al., 2006).

\*Present address: Department of Psychology, Princeton University, Princeton, New Jersey 08540

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Sind Luxusmarken Tatsächlich Starke Marken? Empirische Studie zum Nutzen und zur Markenstärke von Basis-, Premium- und Luxusmarken in Der Türkei

Carsten Baumgarth, Gülpmar Kelemci Schneider, Bahar Ceritoğlu in *Design* (2009)

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Brand Love, Brand Image and Loyalty in Australian Elite Sport

Sarah Broadbent, Kerrie Bridson, Lesley Ferkins, Ruth Rentschler in *Australian and New Zealand Marketing Academy* (2010)

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Felix Blank (2005)



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#### How to build a motivated research group.

Uri Alon in *Molecular Cell* (2010)

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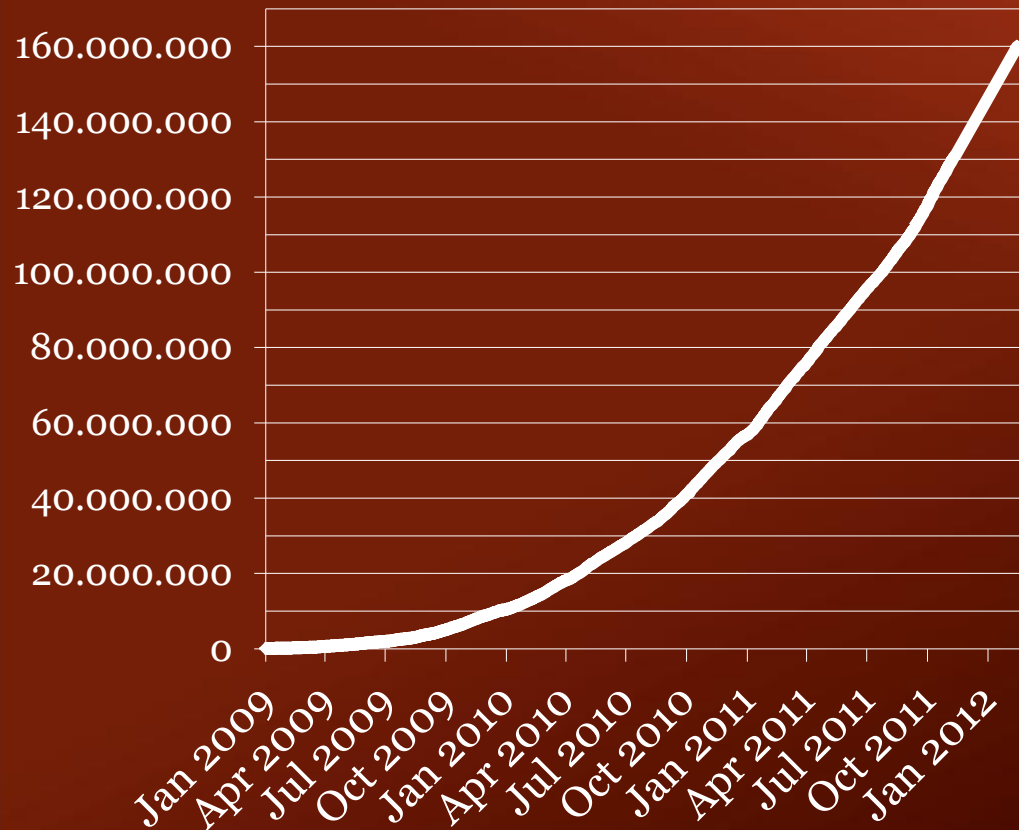
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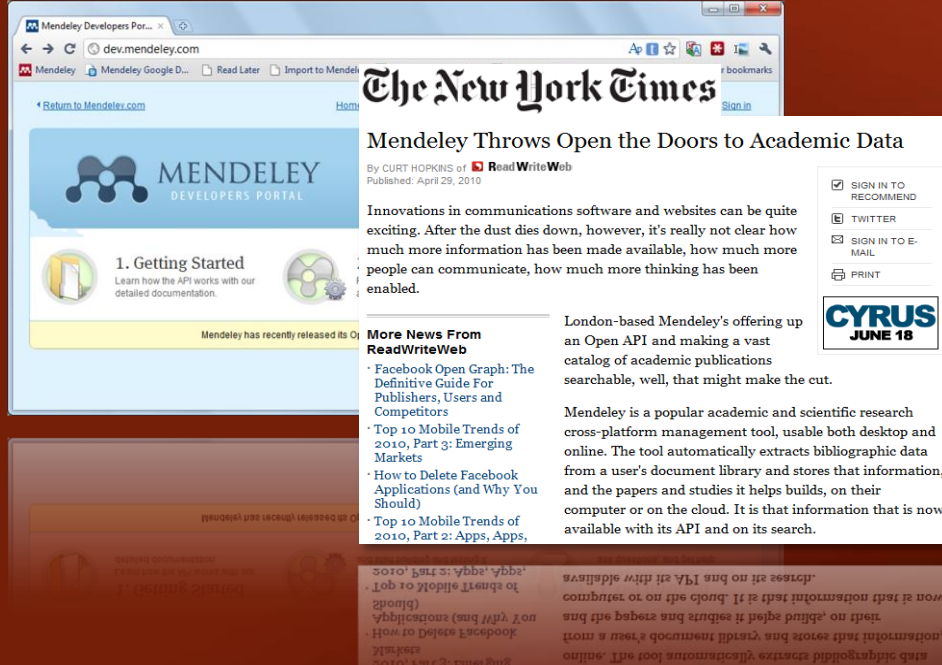
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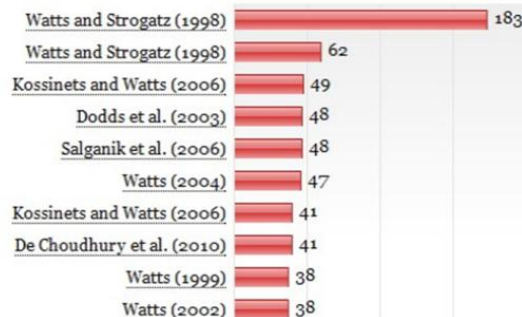
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## Duncan J Watts's alternate spellings

## DUNCAN J WATTS

## 183 Collective dynamics of 'small-world' networks.

Duncan J WATTS Steven H STROGATZ

*Nature* (393) Nature Publishing Group, 1998

PMID: 9623998

ISBN: 9780691113579

DOI: 10.1038/30918

Networks of coupled dynamical systems have been used to model biological oscillators, Josephson junction arrays, excitable media, neural networks, spatial games, genetic control networks and many other self-organizing systems. Ordinarily, the connection topology is assumed to be either completely regular or completely random. But many biological, technological and social networks lie somewhere between these two extremes. Here we explore simple models of networks that can be tuned through this middle ground: regular networks 'rewired' to introduce increasing amounts of disorder. We find that these systems can be highly clustered, like regular lattices, yet have small characteristic path lengths, like random graphs. We call them 'small-world' networks, by analogy with the small-world phenomenon (popularly known as six degrees of separation). The neural network of the worm *Caenorhabditis elegans*, the power grid of the western United States, and the collaboration graph of film actors are shown to be small-world networks. Models of dynamical systems with small-world coupling display enhanced signal-propagation speed, computational power, and synchronizability. In particular, infectious diseases spread more easily in small-world networks than in regular lattices.

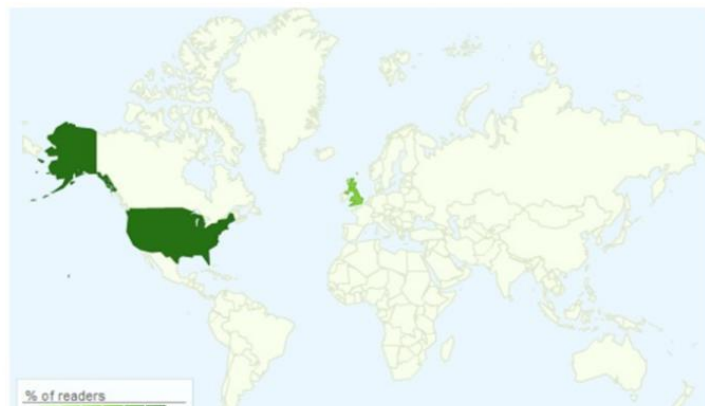
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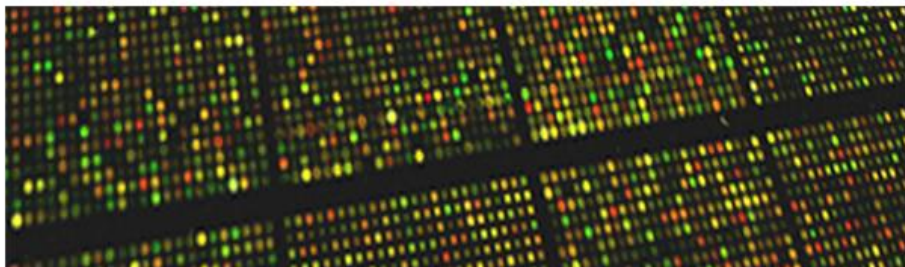
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