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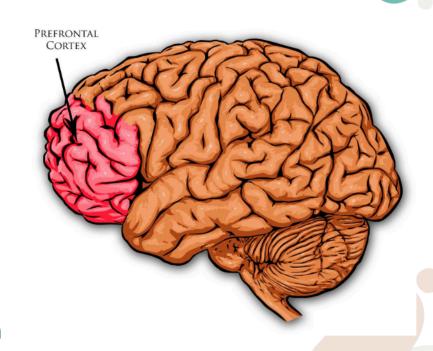
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Simply Neuroscience



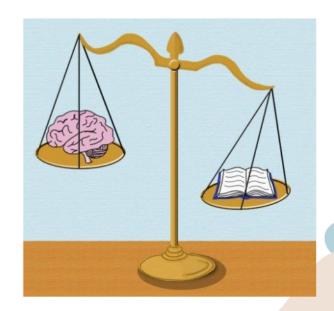
Prefrontal Cortex (PFC):

- Drug abuse impacts this area of the brain (the PFC manages impulses and cravings)
- PFC changes create difficulties in drug resistance
- Constant abuse of drugs can be identified as symptom of addiction (a disease) rather than toxic habit



Concerns in legal punishments:

- Where is the line drawn between...
 - Bad decisions and neurologically-induced actions?
- Hard to balance extent of retributions, especially for drug abuse cases
 - Should they be sent to therapeutic rehabilitation?
 - Should the criminal be punished for disobeying the law? Or both?



Difficult Cases:

- A person had tumor removed from brain surgery
 - Due to this, he developed a sudden impulsive child porn addiction
- Getting rid of that area of brain got rid of ability to stop dark urges
- Tough to decide if & how person should be punished for criminal side-effect after life-saving surgery



Eyewitness testimony:

- People who observed criminal event are vital when swaying jury
- Often witnesses are more convincing than physical forensic evidence
- Human memory = flawed, errors presented overtime, creating inaccuracies in memories
 - Neuroscience proves that eyewitness testimonies = not always most credible



Polygraph tests:

- Lying and guilt are not always the root of such physiological responses
 - Sweating
 - High Heart Rate
 - High Blood Pressure
- Polygraph tests are now rejected by Supreme Court due to unreliability
 - Shouldn't be the primary form of evidence

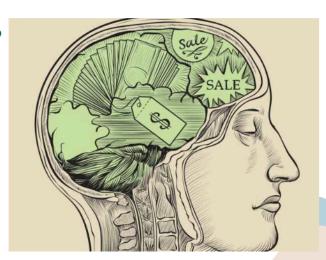


Neuroeconomics

Modern capitalism: Belief that everyone makes their own rational financial decisions, leading to fair system of distribution

Neuroeconomics: Involves the issue that people don't realize the irrationality of economic choices until later on

- What prevents you from making rational \$ choices?
 - Gut instinct (without full awareness)
 - Unacknowledged neurological factors and risk



<u>Neuroeconomics</u>

Measuring brain activity:

- Taking a risk heightens activity level in insular cortex
- The insular cortex communicates with other regions of the brain
 - ie. limbic system (learning, memory, and emotion functionality)
- This causes person to realize the potential downfalls of a daring risk



<u>Neuroeconomics</u>

Hormones:

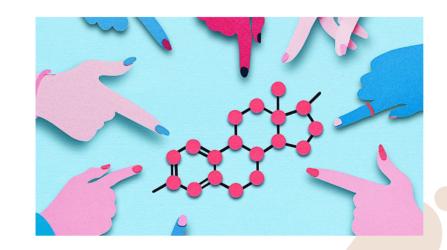
- Test subjects received oxytocin: a social bonding hormone
 - Experiment displays the strong role of neuroscience in decision-making
- Those given oxytocin had trust in a broker to manage investments
- Investment was made through computer = indicates that oxytocin didn't affect them



Neuroeconomics

Testosterone and cortisol:

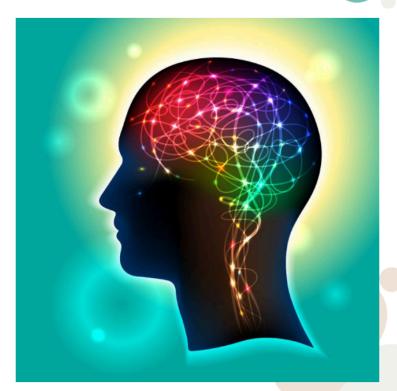
- Saliva samples taken from set of people daily during business week
- Higher testosterone in saliva = bigger risks taken in work
- Higher cortisol in saliva = strong opposition to risk-taking in the market industry



Neuroeconomics

Practical Applications of Neuroscience:

- Researching how to bring productivity in workplace of neurodiversity
- Analyzing why brain causes people to make impulsive decisions
 - To prevent making irrational \$ choices
- Currently researching neurological reasons for biases and prejudices in the workforce



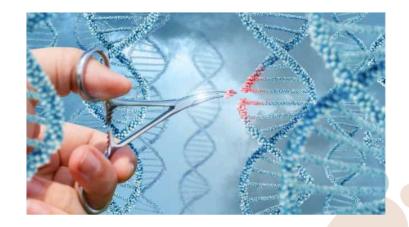
Brain Science Complications:

- Must establish a stable, ethical foundation for science innovation
 - Could be consequential to people and society if handled incorrectly
- Research started years ago with faulty practices including
 - Phrenology
 - Eugenics
 - Forced Sterilization
 - Lobotomies



Gene Editing Technology:

- Researchers can detect diseases before a child's birth through
 - Analysis of genetic code
- New tech pinpoints future disorders, then modify genes to prevent it
- Some say it's unethical to alter child's DNA sequence, others say genetic enhancement is a right



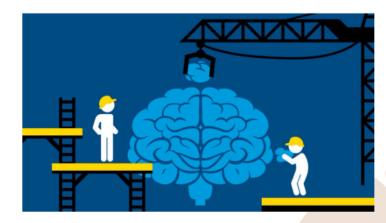
Concerns of when to treat a disease:

- Scientists unsure if they should treat disorders before symptoms arise
- Using biomarkers, researchers can detect the following disorders prior to outbreak of side effects
 - Depression
 - Psychosis
 - Chronic pain



<u>Consent in clinical treatment:</u>

- Conflict on whether a surgeon should continue a large step/decision at certain points of the surgery
- Patient is unconscious during the operation
 - Will not be able to give informed consent
 - ie. Surgery for brain tumor removal for an Alzheimer's disease patient
 - Patient cannot approve certain surgical decisions throughout





We hope you enjoyed the workshop!

Any questions?

You can email us at jed@simplyneuroscience.org, riya@simplyneuroscience.org