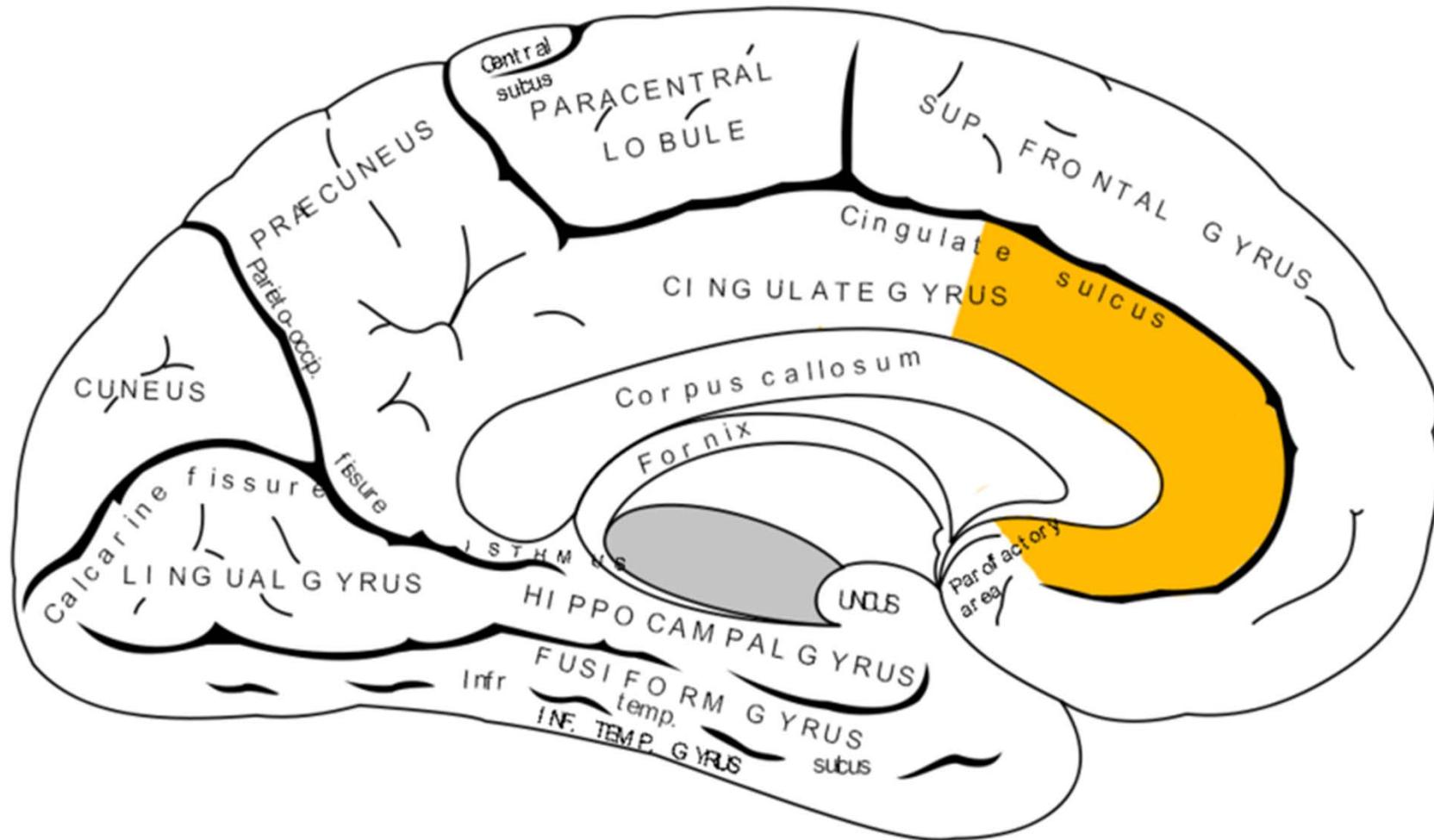
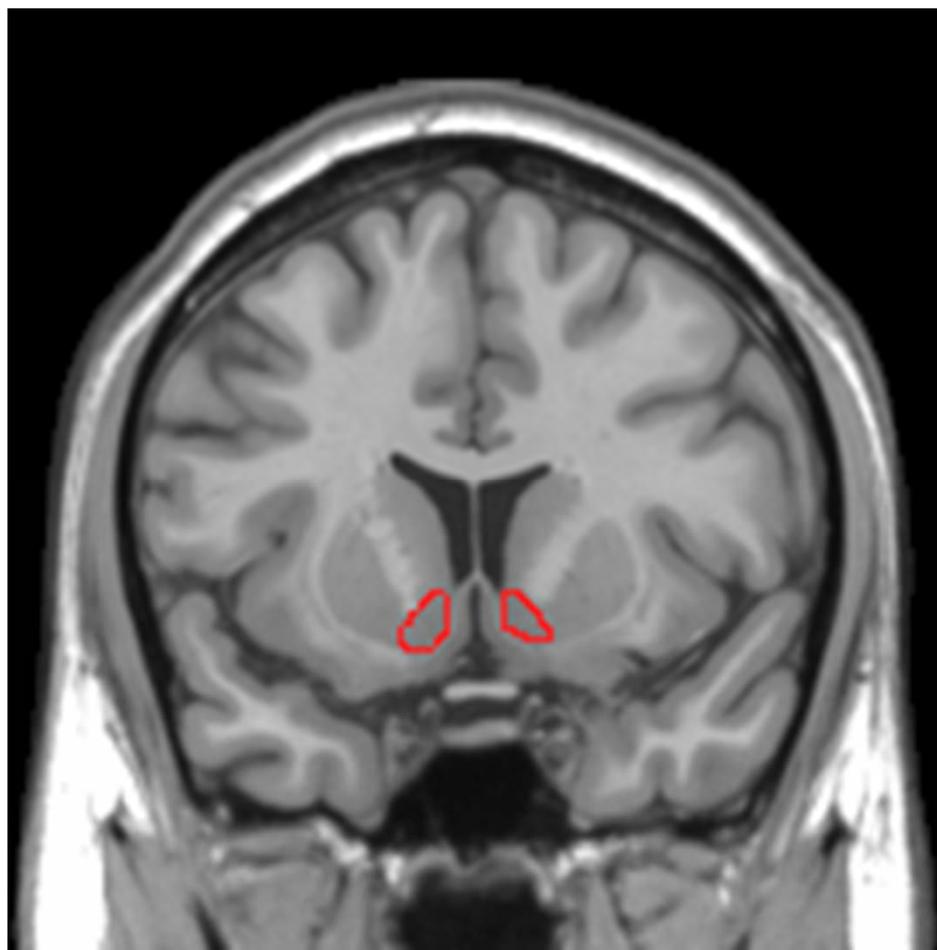


Tratta da K.C. Berridge, M.Kringelbach: "Affective neuroscience of pleasure: reward in humans and animals in *Psychopharmacology*, 199, 2008

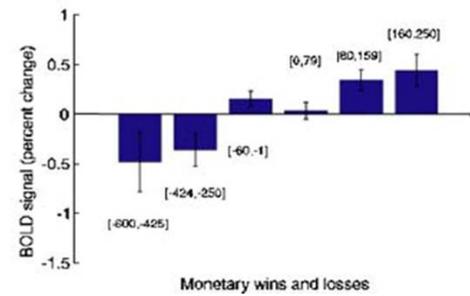
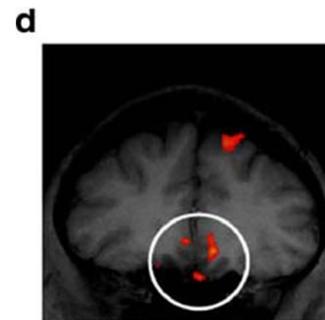
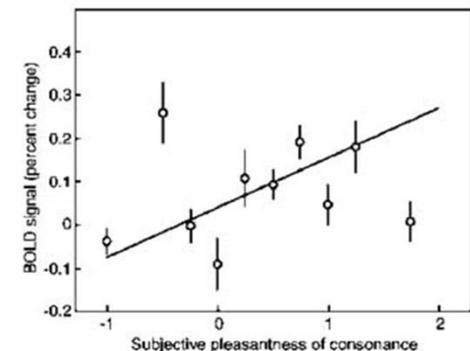
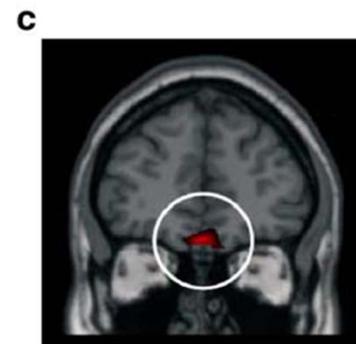
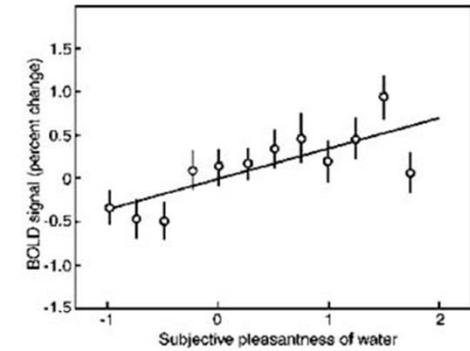
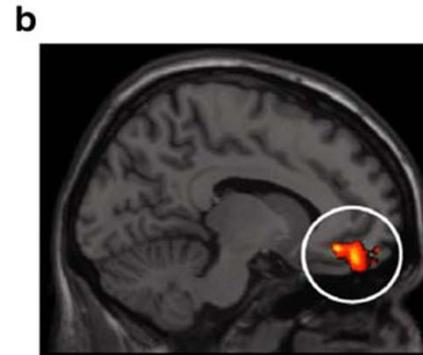
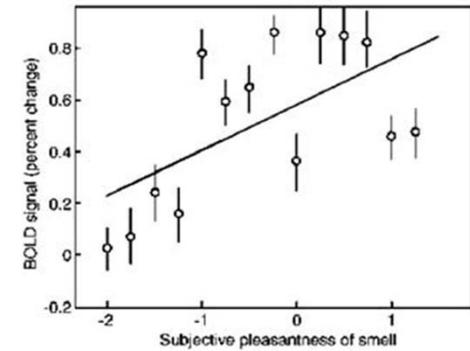
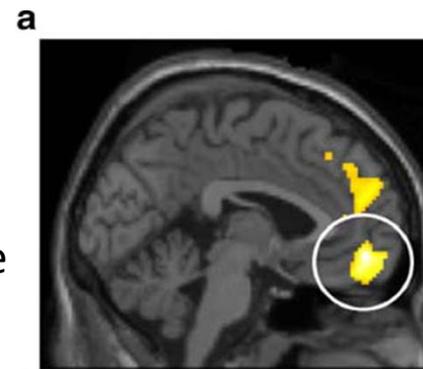


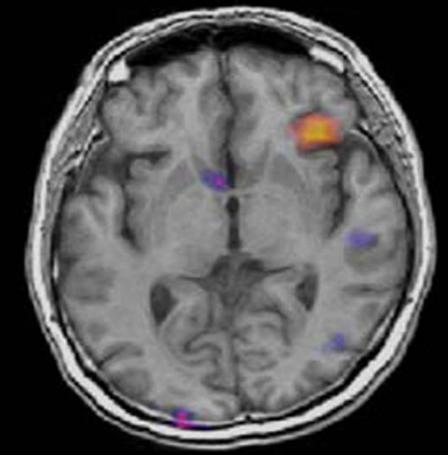
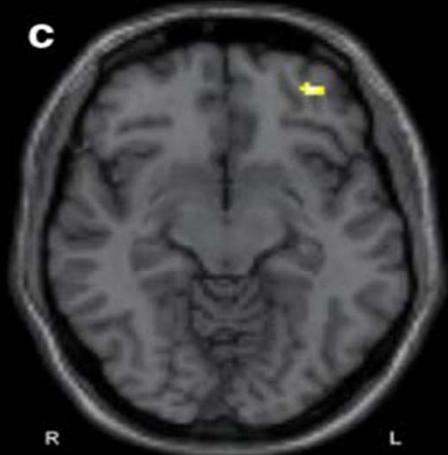
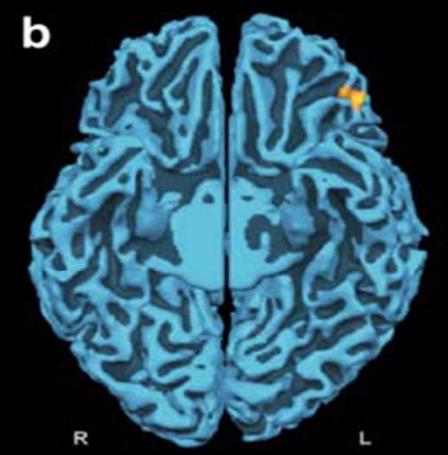
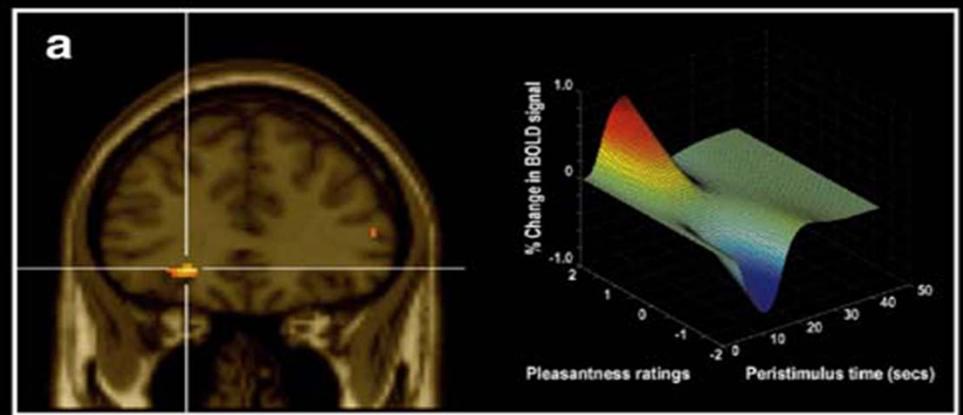
Localizzazione di: corteccia cingolata ant., corteccia orbito-frontale, giro ippocampale  
 Tratta da Wikimedia Commons



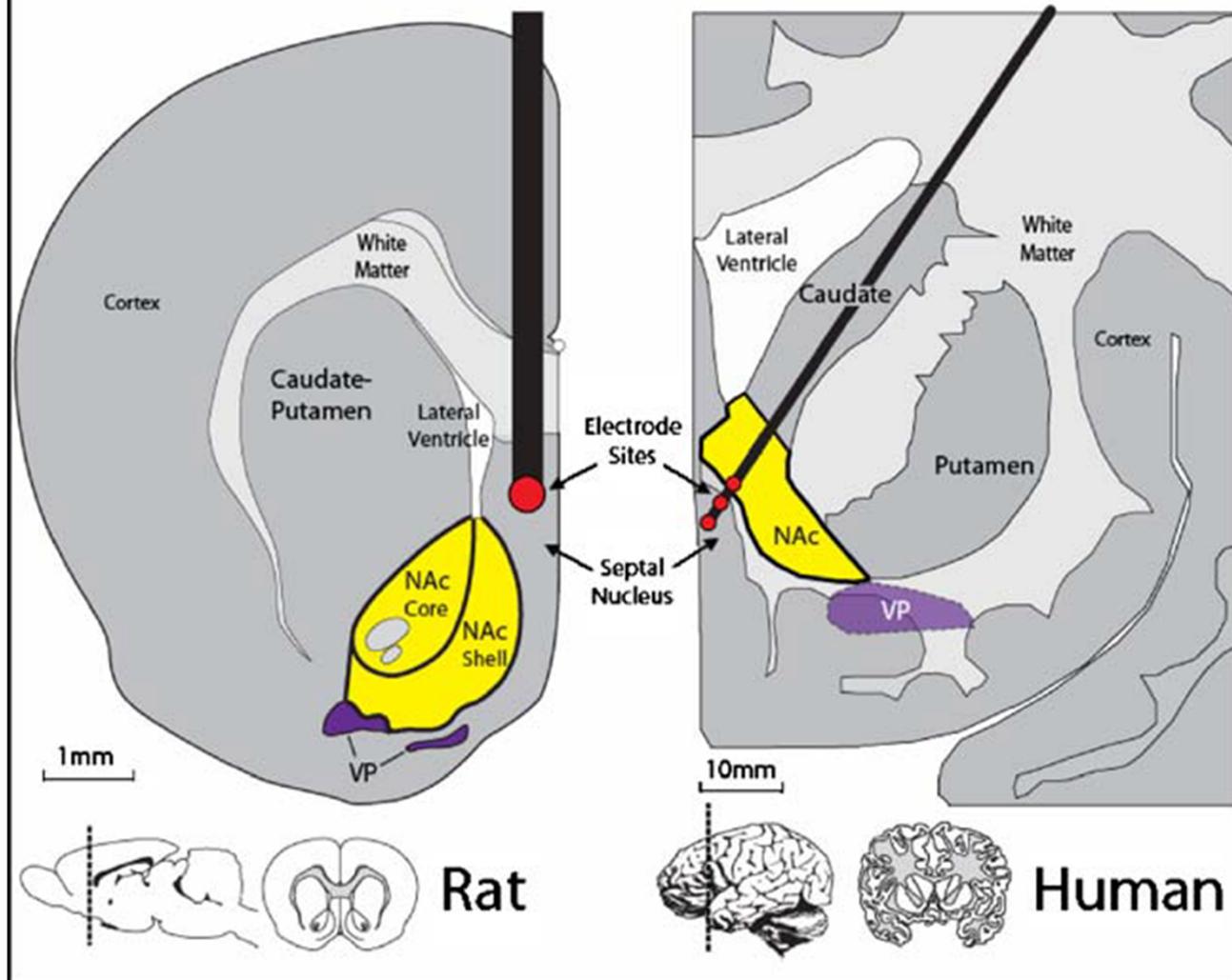
Nucleus accumbens  
Tratto da Wikimedia Commons

The activity in medial OFC correlates with the subjective ratings of pleasantness in an experiment with three pleasant and three unpleasant odors (a,b), experiment of consonance of taste and smell (c), monetary reward (d)  
 Tratta da *Psychopharmacology*, 199, 2008

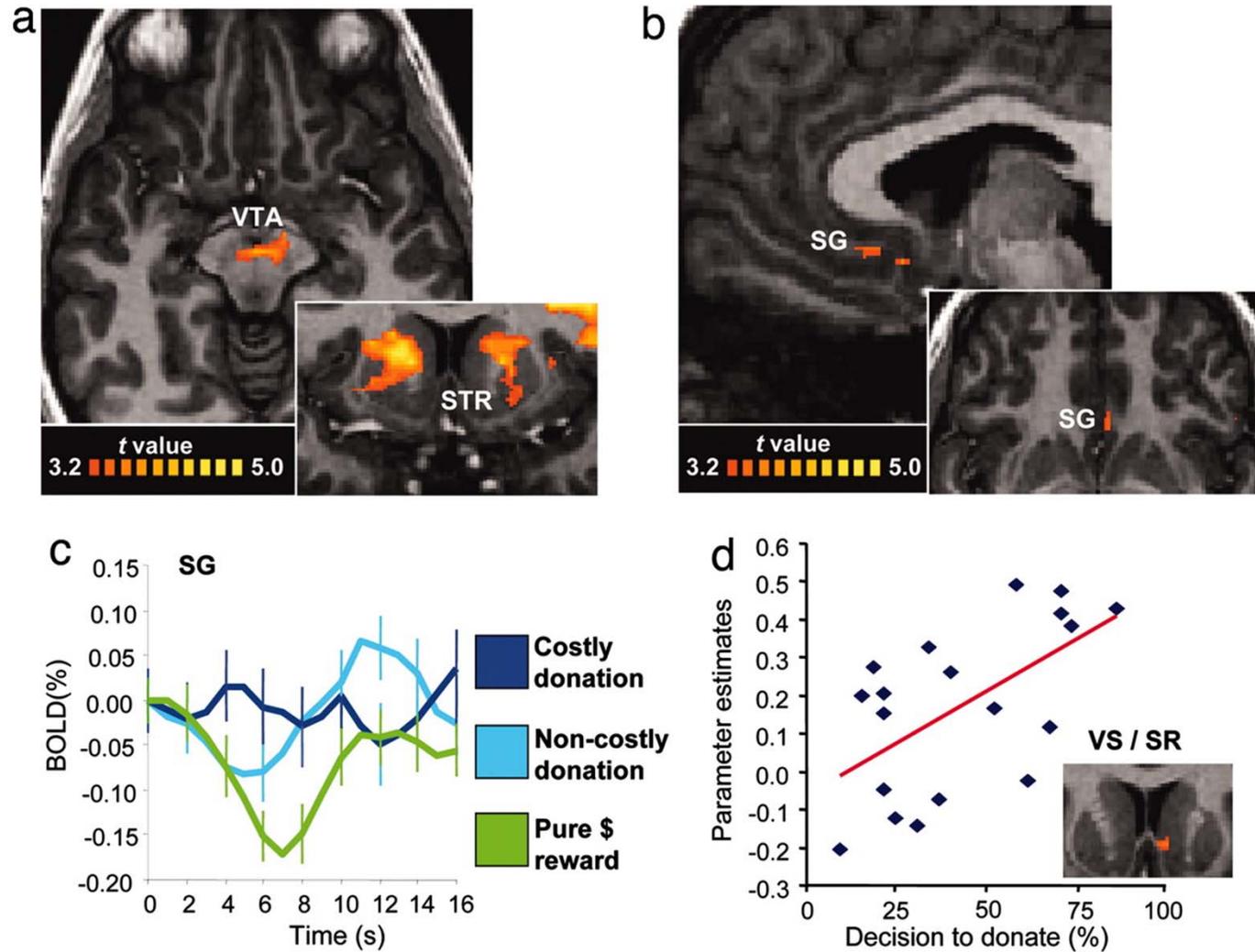




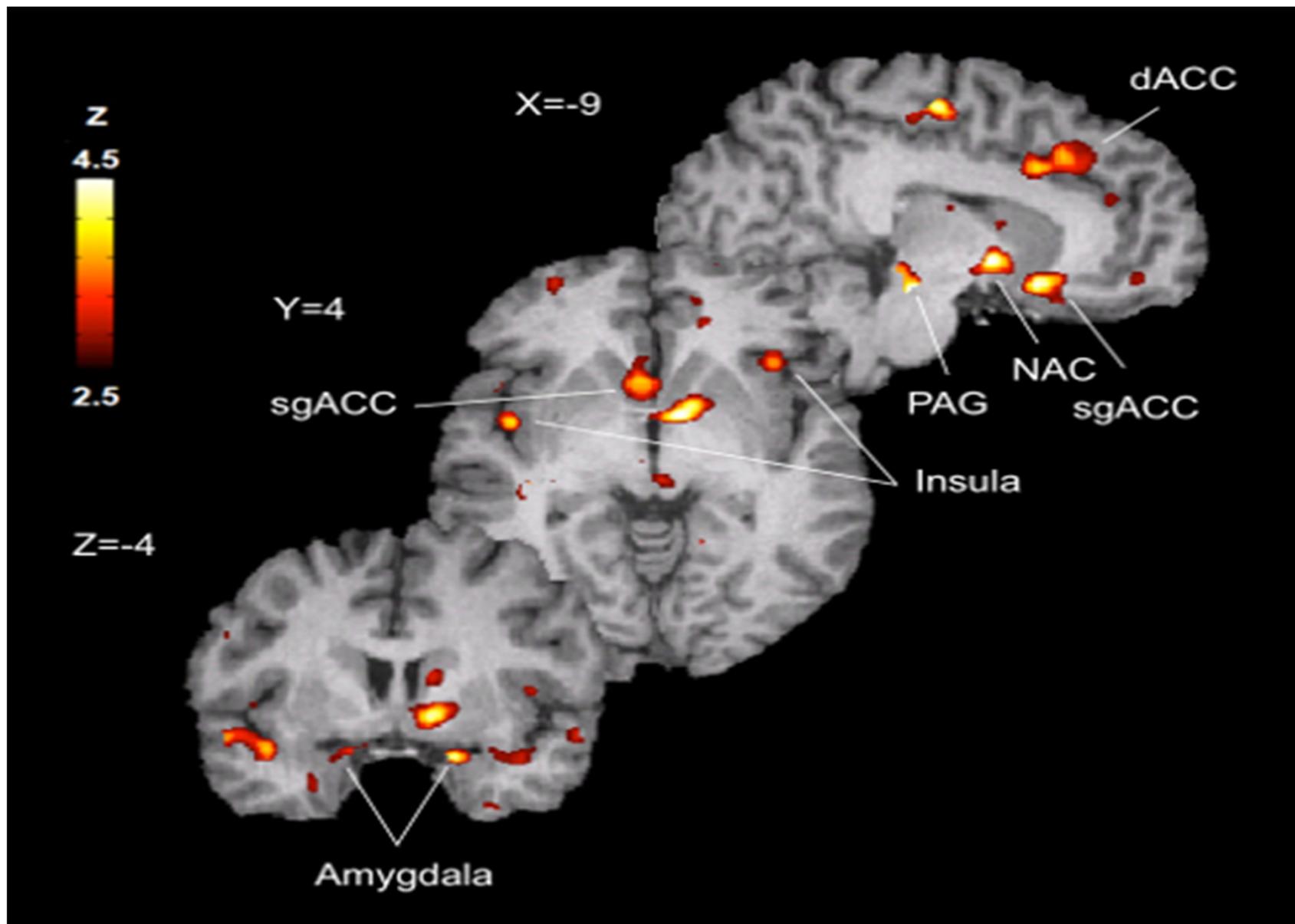
# Pleasure Electrodes or Not?

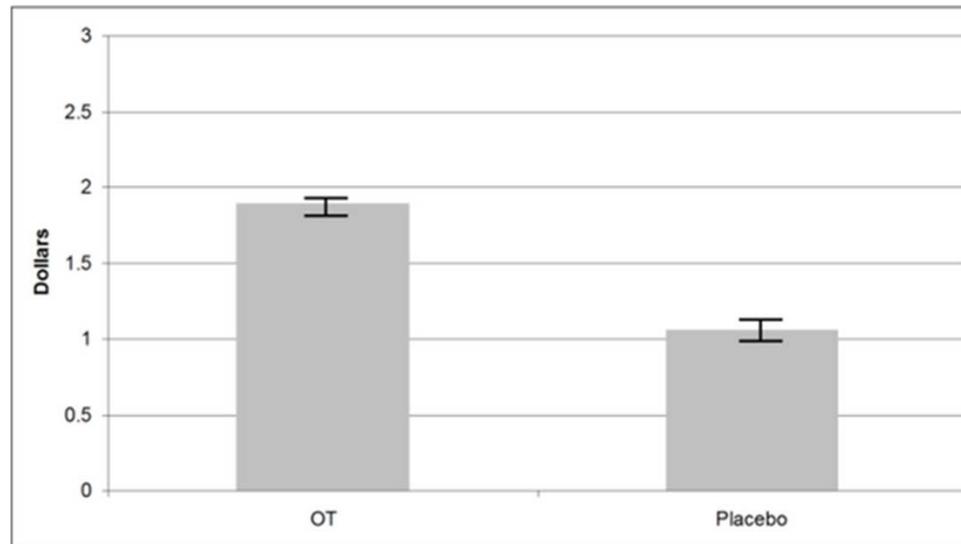


## Brain responses for monetary reward and donation.



Moll J et al. PNAS 2006;103:15623-15628





**Figure 1. Oxytocin and generosity.**

Mean DM1 generosity (DM1 UG offer minus average minimum acceptable offer) for those receiving OT or placebo. Generosity is 80% larger in the OT group ( $p = 0.005$ ,  $N = 68$ ).

Tratto da PLOS ONE "Oxytocin increases generosity in humans  
P.J. Zak, A. Stanton, S.Ahmadi