

Reporting Summary

Nature Research wishes to improve the reproducibility of the work that we publish. This form provides structure for consistency and transparency in reporting. For further information on Nature Research policies, see [Authors & Referees](#) and the [Editorial Policy Checklist](#).

Statistical parameters

When statistical analyses are reported, confirm that the following items are present in the relevant location (e.g. figure legend, table legend, main text, or Methods section).

n/a | Confirmed

- The exact sample size (n) for each experimental group/condition, given as a discrete number and unit of measurement
- An indication of whether measurements were taken from distinct samples or whether the same sample was measured repeatedly
- The statistical test(s) used AND whether they are one- or two-sided
Only common tests should be described solely by name; describe more complex techniques in the Methods section.
- A description of all covariates tested
- A description of any assumptions or corrections, such as tests of normality and adjustment for multiple comparisons
- A full description of the statistics including central tendency (e.g. means) or other basic estimates (e.g. regression coefficient) AND variation (e.g. standard deviation) or associated estimates of uncertainty (e.g. confidence intervals)
- For null hypothesis testing, the test statistic (e.g. F , t , r) with confidence intervals, effect sizes, degrees of freedom and P value noted
Give P values as exact values whenever suitable.
- For Bayesian analysis, information on the choice of priors and Markov chain Monte Carlo settings
- For hierarchical and complex designs, identification of the appropriate level for tests and full reporting of outcomes
- Estimates of effect sizes (e.g. Cohen's d , Pearson's r), indicating how they were calculated
- Clearly defined error bars
State explicitly what error bars represent (e.g. SD, SE, CI)

Our web collection on [statistics for biologists](#) may be useful.

Software and code

Policy information about [availability of computer code](#)

Data collection

Matlab, version 2015a

Data analysis

R, version 3.4; JAGS, version 4.0

For manuscripts utilizing custom algorithms or software that are central to the research but not yet described in published literature, software must be made available to editors/reviewers upon request. We strongly encourage code deposition in a community repository (e.g. GitHub). See the Nature Research [guidelines for submitting code & software](#) for further information.

Data

Policy information about [availability of data](#)

All manuscripts must include a [data availability statement](#). This statement should provide the following information, where applicable:

- Accession codes, unique identifiers, or web links for publicly available datasets
- A list of figures that have associated raw data
- A description of any restrictions on data availability

The data that support the findings of this study are available from the corresponding author upon request.

Field-specific reporting

Please select the best fit for your research. If you are not sure, read the appropriate sections before making your selection.

Life sciences Behavioural & social sciences Ecological, evolutionary & environmental sciences

For a reference copy of the document with all sections, see [nature.com/authors/policies/ReportingSummary-flat.pdf](https://www.nature.com/authors/policies/ReportingSummary-flat.pdf)

Life sciences study design

All studies must disclose on these points even when the disclosure is negative.

Sample size	<i>Describe how sample size was determined, detailing any statistical methods used to predetermine sample size OR if no sample-size calculation was performed, describe how sample sizes were chosen and provide a rationale for why these sample sizes are sufficient.</i>
Data exclusions	<i>Describe any data exclusions. If no data were excluded from the analyses, state so OR if data were excluded, describe the exclusions and the rationale behind them, indicating whether exclusion criteria were pre-established.</i>
Replication	<i>Describe the measures taken to verify the reproducibility of the experimental findings. If all attempts at replication were successful, confirm this OR if there are any findings that were not replicated or cannot be reproduced, note this and describe why.</i>
Randomization	<i>Describe how samples/organisms/participants were allocated into experimental groups. If allocation was not random, describe how covariates were controlled OR if this is not relevant to your study, explain why.</i>
Blinding	<i>Describe whether the investigators were blinded to group allocation during data collection and/or analysis. If blinding was not possible, describe why OR explain why blinding was not relevant to your study.</i>

Behavioural & social sciences study design

All studies must disclose on these points even when the disclosure is negative.

Study description	Quantitative experimental study of how humans make subjective value-based decisions
Research sample	University of Zurich students used as a representative sample of young healthy population. n=127 (55 females), age 19-37
Sampling strategy	Random sampling procedure Sample-size was based on previous studies conducted in our lab (Polania et al, 2014,2015)
Data collection	Visual stimuli were presented on a computer screen. Responses were inserted using a computer keyboard or mouse depending on the experiment
Timing	Data was collected during the years 2015-2017, between 9:00am and 5:00pm
Data exclusions	No data was excluded from the analyses
Non-participation	There were no dropouts
Randomization	Participants were randomly assigned to each of the experiments

Ecological, evolutionary & environmental sciences study design

All studies must disclose on these points even when the disclosure is negative.

Study description	<i>Briefly describe the study. For quantitative data include treatment factors and interactions, design structure (e.g. factorial, nested, hierarchical), nature and number of experimental units and replicates.</i>
Research sample	<i>Describe the research sample (e.g. a group of tagged <i>Passer domesticus</i>, all <i>Stenocereus thurberi</i> within Organ Pipe Cactus National Monument), and provide a rationale for the sample choice. When relevant, describe the organism taxa, source, sex, age range and any manipulations. State what population the sample is meant to represent when applicable. For studies involving existing datasets, describe the data and its source.</i>
Sampling strategy	<i>Note the sampling procedure. Describe the statistical methods that were used to predetermine sample size OR if no sample-size calculation was performed, describe how sample sizes were chosen and provide a rationale for why these sample sizes are sufficient.</i>

Data collection	<i>Describe the data collection procedure, including who recorded the data and how.</i>
Timing and spatial scale	<i>Indicate the start and stop dates of data collection, noting the frequency and periodicity of sampling and providing a rationale for these choices. If there is a gap between collection periods, state the dates for each sample cohort. Specify the spatial scale from which the data are taken</i>
Data exclusions	<i>If no data were excluded from the analyses, state so OR if data were excluded, describe the exclusions and the rationale behind them, indicating whether exclusion criteria were pre-established.</i>
Reproducibility	<i>Describe the measures taken to verify the reproducibility of experimental findings. For each experiment, note whether any attempts to repeat the experiment failed OR state that all attempts to repeat the experiment were successful.</i>
Randomization	<i>Describe how samples/organisms/participants were allocated into groups. If allocation was not random, describe how covariates were controlled. If this is not relevant to your study, explain why.</i>
Blinding	<i>Describe the extent of blinding used during data acquisition and analysis. If blinding was not possible, describe why OR explain why blinding was not relevant to your study.</i>
Did the study involve field work?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Field work, collection and transport

Field conditions	<i>Describe the study conditions for field work, providing relevant parameters (e.g. temperature, rainfall).</i>
Location	<i>State the location of the sampling or experiment, providing relevant parameters (e.g. latitude and longitude, elevation, water depth).</i>
Access and import/export	<i>Describe the efforts you have made to access habitats and to collect and import/export your samples in a responsible manner and in compliance with local, national and international laws, noting any permits that were obtained (give the name of the issuing authority, the date of issue, and any identifying information).</i>
Disturbance	<i>Describe any disturbance caused by the study and how it was minimized.</i>

Reporting for specific materials, systems and methods

Materials & experimental systems

n/a	Involvement in the study
<input checked="" type="checkbox"/>	<input type="checkbox"/> Unique biological materials
<input checked="" type="checkbox"/>	<input type="checkbox"/> Antibodies
<input checked="" type="checkbox"/>	<input type="checkbox"/> Eukaryotic cell lines
<input checked="" type="checkbox"/>	<input type="checkbox"/> Palaeontology
<input checked="" type="checkbox"/>	<input type="checkbox"/> Animals and other organisms
<input type="checkbox"/>	<input checked="" type="checkbox"/> Human research participants

Methods

n/a	Involvement in the study
<input checked="" type="checkbox"/>	<input type="checkbox"/> ChIP-seq
<input checked="" type="checkbox"/>	<input type="checkbox"/> Flow cytometry
<input checked="" type="checkbox"/>	<input type="checkbox"/> MRI-based neuroimaging

Unique biological materials

Policy information about [availability of materials](#)

Obtaining unique materials	<i>Describe any restrictions on the availability of unique materials OR confirm that all unique materials used are readily available from the authors or from standard commercial sources (and specify these sources).</i>
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Antibodies

Antibodies used	<i>Describe all antibodies used in the study; as applicable, provide supplier name, catalog number, clone name, and lot number.</i>
Validation	<i>Describe the validation of each primary antibody for the species and application, noting any validation statements on the manufacturer's website, relevant citations, antibody profiles in online databases, or data provided in the manuscript.</i>

Eukaryotic cell lines

Policy information about [cell lines](#)

Cell line source(s)	<i>State the source of each cell line used.</i>
Authentication	<i>Describe the authentication procedures for each cell line used OR declare that none of the cell lines used were authenticated.</i>
Mycoplasma contamination	<i>Confirm that all cell lines tested negative for mycoplasma contamination OR describe the results of the testing for mycoplasma contamination OR declare that the cell lines were not tested for mycoplasma contamination.</i>
Commonly misidentified lines (See ICLAC register)	<i>Name any commonly misidentified cell lines used in the study and provide a rationale for their use.</i>

Palaeontology

Specimen provenance	<i>Provide provenance information for specimens and describe permits that were obtained for the work (including the name of the issuing authority, the date of issue, and any identifying information).</i>
Specimen deposition	<i>Indicate where the specimens have been deposited to permit free access by other researchers.</i>
Dating methods	<i>If new dates are provided, describe how they were obtained (e.g. collection, storage, sample pretreatment and measurement), where they were obtained (i.e. lab name), the calibration program and the protocol for quality assurance OR state that no new dates are provided.</i>

Tick this box to confirm that the raw and calibrated dates are available in the paper or in Supplementary Information.

Animals and other organisms

Policy information about [studies involving animals](#); [ARRIVE guidelines](#) recommended for reporting animal research

Laboratory animals	<i>For laboratory animals, report species, strain, sex and age OR state that the study did not involve laboratory animals.</i>
Wild animals	<i>Provide details on animals observed in or captured in the field; report species, sex and age where possible. Describe how animals were caught and transported and what happened to captive animals after the study (if killed, explain why and describe method; if released, say where and when) OR state that the study did not involve wild animals.</i>
Field-collected samples	<i>For laboratory work with field-collected samples, describe all relevant parameters such as housing, maintenance, temperature, photoperiod and end-of-experiment protocol OR state that the study did not involve samples collected from the field.</i>

Human research participants

Policy information about [studies involving human research participants](#)

Population characteristics	see above
Recruitment	Participants were recruited via the online system recruitment platform of the University of Zurich. An important condition to participate in the experiment was that participants were familiar with the food products used in our experiments. The products were selected from the two biggest supermarket chains in Switzerland (Migros and Coop). This selection process was essential to test the hypotheses of our experiments.

ChIP-seq

Data deposition

- Confirm that both raw and final processed data have been deposited in a public database such as [GEO](#).
- Confirm that you have deposited or provided access to graph files (e.g. BED files) for the called peaks.

Data access links <i>May remain private before publication.</i>	<i>For "Initial submission" or "Revised version" documents, provide reviewer access links. For your "Final submission" document, provide a link to the deposited data.</i>
Files in database submission	<i>Provide a list of all files available in the database submission.</i>
Genome browser session (e.g. UCSC)	<i>Provide a link to an anonymized genome browser session for "Initial submission" and "Revised version" documents only, to enable peer review. Write "no longer applicable" for "Final submission" documents.</i>

Methodology

Replicates	<i>Describe the experimental replicates, specifying number, type and replicate agreement.</i>
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Sequencing depth	<i>Describe the sequencing depth for each experiment, providing the total number of reads, uniquely mapped reads, length of reads and whether they were paired- or single-end.</i>
Antibodies	<i>Describe the antibodies used for the ChIP-seq experiments; as applicable, provide supplier name, catalog number, clone name, and lot number.</i>
Peak calling parameters	<i>Specify the command line program and parameters used for read mapping and peak calling, including the ChIP, control and index files used.</i>
Data quality	<i>Describe the methods used to ensure data quality in full detail, including how many peaks are at FDR 5% and above 5-fold enrichment.</i>
Software	<i>Describe the software used to collect and analyze the ChIP-seq data. For custom code that has been deposited into a community repository, provide accession details.</i>

Flow Cytometry

Plots

Confirm that:

- The axis labels state the marker and fluorochrome used (e.g. CD4-FITC).
- The axis scales are clearly visible. Include numbers along axes only for bottom left plot of group (a 'group' is an analysis of identical markers).
- All plots are contour plots with outliers or pseudocolor plots.
- A numerical value for number of cells or percentage (with statistics) is provided.

Methodology

Sample preparation	<i>Describe the sample preparation, detailing the biological source of the cells and any tissue processing steps used.</i>
Instrument	<i>Identify the instrument used for data collection, specifying make and model number.</i>
Software	<i>Describe the software used to collect and analyze the flow cytometry data. For custom code that has been deposited into a community repository, provide accession details.</i>
Cell population abundance	<i>Describe the abundance of the relevant cell populations within post-sort fractions, providing details on the purity of the samples and how it was determined.</i>
Gating strategy	<i>Describe the gating strategy used for all relevant experiments, specifying the preliminary FSC/SSC gates of the starting cell population, indicating where boundaries between "positive" and "negative" staining cell populations are defined.</i>

Tick this box to confirm that a figure exemplifying the gating strategy is provided in the Supplementary Information.

Magnetic resonance imaging

Experimental design

Design type	<i>Indicate task or resting state; event-related or block design.</i>
Design specifications	<i>Specify the number of blocks, trials or experimental units per session and/or subject, and specify the length of each trial or block (if trials are blocked) and interval between trials.</i>
Behavioral performance measures	<i>State number and/or type of variables recorded (e.g. correct button press, response time) and what statistics were used to establish that the subjects were performing the task as expected (e.g. mean, range, and/or standard deviation across subjects).</i>

Acquisition

Imaging type(s)	<i>Specify: functional, structural, diffusion, perfusion.</i>
Field strength	<i>Specify in Tesla</i>
Sequence & imaging parameters	<i>Specify the pulse sequence type (gradient echo, spin echo, etc.), imaging type (EPI, spiral, etc.), field of view, matrix size, slice thickness, orientation and TE/TR/flip angle.</i>
Area of acquisition	<i>State whether a whole brain scan was used OR define the area of acquisition, describing how the region was determined.</i>
Diffusion MRI	<input type="checkbox"/> Used <input type="checkbox"/> Not used

Preprocessing

Preprocessing software	Provide detail on software version and revision number and on specific parameters (model/functions, brain extraction, segmentation, smoothing kernel size, etc.).
Normalization	If data were normalized/standardized, describe the approach(es); specify linear or non-linear and define image types used for transformation OR indicate that data were not normalized and explain rationale for lack of normalization.
Normalization template	Describe the template used for normalization/transformation, specifying subject space or group standardized space (e.g. original Talairach, MNI305, ICBM152) OR indicate that the data were not normalized.
Noise and artifact removal	Describe your procedure(s) for artifact and structured noise removal, specifying motion parameters, tissue signals and physiological signals (heart rate, respiration).
Volume censoring	Define your software and/or method and criteria for volume censoring, and state the extent of such censoring.

Statistical modeling & inference

Model type and settings	Specify type (mass univariate, multivariate, RSA, predictive, etc.) and describe essential details of the model at the first and second levels (e.g. fixed, random or mixed effects; drift or auto-correlation).
Effect(s) tested	Define precise effect in terms of the task or stimulus conditions instead of psychological concepts and indicate whether ANOVA or factorial designs were used.
Specify type of analysis:	<input type="checkbox"/> Whole brain <input type="checkbox"/> ROI-based <input type="checkbox"/> Both
Statistic type for inference (See Eklund et al. 2016)	Specify voxel-wise or cluster-wise and report all relevant parameters for cluster-wise methods.
Correction	Describe the type of correction and how it is obtained for multiple comparisons (e.g. FWE, FDR, permutation or Monte Carlo).

Models & analysis

n/a	Involvement in the study
<input type="checkbox"/>	<input type="checkbox"/> Functional and/or effective connectivity
<input type="checkbox"/>	<input type="checkbox"/> Graph analysis
<input type="checkbox"/>	<input type="checkbox"/> Multivariate modeling or predictive analysis
Functional and/or effective connectivity	Report the measures of dependence used and the model details (e.g. Pearson correlation, partial correlation, mutual information).
Graph analysis	Report the dependent variable and connectivity measure, specifying weighted graph or binarized graph, subject- or group-level, and the global and/or node summaries used (e.g. clustering coefficient, efficiency, etc.).
Multivariate modeling and predictive analysis	Specify independent variables, features extraction and dimension reduction, model, training and evaluation metrics.