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, (, 1998) , ,

(Packard & Berlyne, 1974; Armstrong & D6QW,,

, “ (Chatterjee & Vartanian, 2016;
McKeown, 2013)

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* : 2020-11-01
(19QNQD158)

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(Ishizu &
Zeki, 2011; Ishizu & Zeki, 2017)

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(Mauss et al., 2007; Mauss
et al., 2010),

(Hartikainen et al., 2012; Lovstad et
al., 2012)

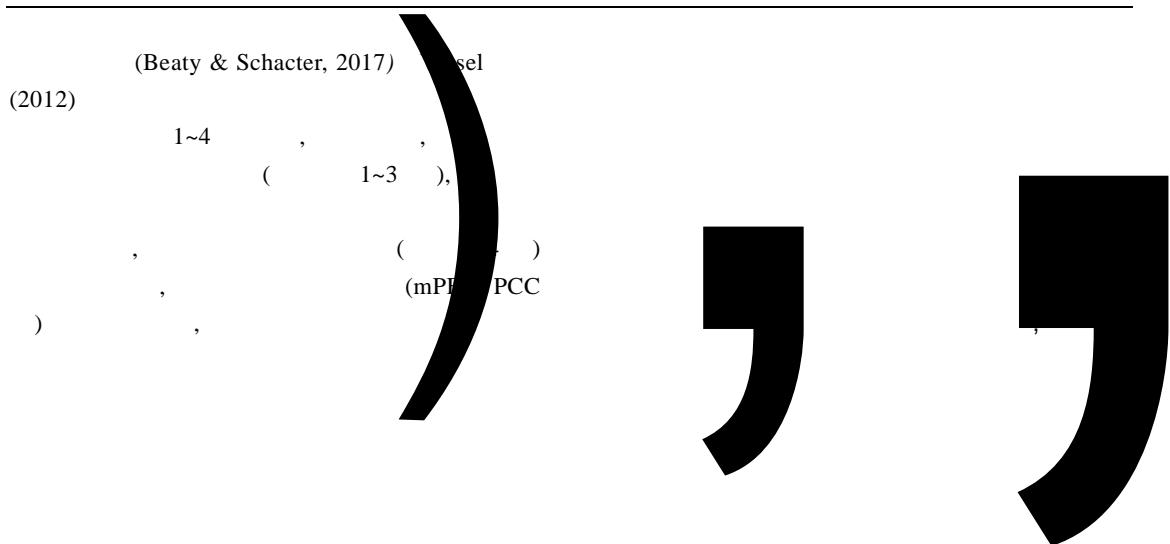
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(Matthew et al.,
2017; Ticini, 2017),

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(Marianne et al., 2017; Chao et
al., 2017; Wald, 2015) Salimpoor (Salimpoor
et al., 2011) fMRI PET ,

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; PET ,



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