

Database

Entry Date	2021-01-27
Source	Berns, G. S. et al. Neurobiological correlates of social conformity and independence during mental rotation. Biol. Psychiatry 58, 245-253 (2005).
Link	Link
Source Type	Empirical study
Domain	Individuals
Subdomain1	In general
Subdomain2	Neuroscience
Key Points	Study similar in design to that used by Solomon Asch to study social conformity but using functional MRI - showed that this may activate areas of the brain involved in perception rather than prefrontal 'judgement' areas. This would seem to suggest that in some folk, pressure of this sort changes what they actually see, not just how they think they should respond
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