



## **It is all about me: Studying the self in cognition**

20/05/2019

### Actividades Culturales

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Abstract: The self is a social construct. Processing of information related to the self is prioritise, both in perception and memory. This is demonstrated in experiments that used self-name, self-face and also for newly learned associations. For example, when participants learn to associate themselves to a green triangle and a friend to a blue circle, the green triangle is processed faster. The prioritization of the green triangle is facilitated by activation in ventral medial prefrontal and superior temporal sulcus network, while responses of the dorsolateral prefrontal cortex increase when there is a need to attend other stimuli that are not related to the self.

