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VMPFC Activity Changes in Mobile Game App Recommendations

Abstract

Sharing and recommending ideas and information is an essential aspect of communication. This is especially true in the new media environment, where people can share with a wide range of others instantly online. A growing body of literature has begun to explore the psychological mechanisms that prompt sharing, however, the underlying neurocognitive mechanisms that lead to such sharing are not well understood. In addition, the psychological and neurocognitive mechanisms that lead individuals to dynamically update their recommendations in the face of peer feedback are not well understood. The current study examined neural and behavioral responses as participants considered making recommendations to peers and then updated those recommendations in response to the opinions of other peers. Overall, the data suggest that when we are outwardly focused on making recommendations to others, teens may use VMPFC to adjust the value of their recommendation.