

Should I trust you? Neural processing of unconscious influences on trustworthiness judgements

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The foundation of human social interactions lies in the ability to accurately decode social cues depicted on another person's face. Facial expression is highly relevant to social interaction and most importantly traits including trustworthiness of a face convey crucial social information for social exchange (Getov et al., 2015). However, research examining how affective priming may impact on trustworthiness judgements remains scarce. The current study examined the neural underpinnings of subliminal affective words on trustworthiness judgements about subsequent neutral unfamiliar faces. Twenty healthy females took part in an event-related potential (ERP) study to measure the temporal characteristics of affective priming on trustworthiness judgements. Specifically the study examined whether socially word primes induce a different effect on trustworthiness judgements than non-social ones. The manipulation of affective priming on trustworthiness judgements was evident in both behavioural and ERP results. The amplitudes of P3 and late positive potential (LPP) were greater following non-social positive primes compared to social ones. The findings reveal that: 1) there are distinct neural activation patterns between threatening and positive stimuli at 350ms post-target presentation; 2) affective priming operates relatively late during target processing; 3) trustworthiness judgements are more sensitive to the influence of positive non-social primes compared to social ones.

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