



Self-construal: a cultural framework for brain function

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Humans have created complex cultural frameworks for our lives, guiding our thoughts and behaviors. Recent brain imaging studies have shown that cultural influences on brain activity in multiple regions. Cultural neuroscience findings that self-construal, a cultural trait that differs between Eastern and Western societies, mediates the relationship between brain activity

and brain activity engaged in sensory/motor and cognitive/affective processes. These findings provide new insights on human brain function and suggest that self-construals provide a cultural framework that constrains brain activity underlying multiple cognitive and affective processes.

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Introduction

Cultural differences in self-construal have been found to influence brain activity. For example, Eastern cultures tend to have a more interdependent self-construal, which is characterized by a focus on relationships and social harmony. In contrast, Western cultures tend to have a more independent self-construal, which is characterized by a focus on individualism and personal achievement. These cultural differences in self-construal have been found to influence brain activity in regions involved in social cognition and emotion. For example, studies have shown that Easterners show greater activation in the fusiform gyrus and amygdala when viewing faces, while Westerners show greater activation in the prefrontal cortex. These findings suggest that self-construal plays a role in shaping brain function and that cultural differences in self-construal can be used to predict brain activity patterns.

Self-construal is a cultural trait that differs between Eastern and Western societies. It refers to the way individuals perceive themselves in relation to others. Eastern cultures tend to have a more interdependent self-construal, while Western cultures tend to have a more independent self-construal. This difference in self-construal has been found to influence brain activity in regions involved in social cognition and emotion. For example, studies have shown that Easterners show greater activation in the fusiform gyrus and amygdala when viewing faces, while Westerners show greater activation in the prefrontal cortex. These findings suggest that self-construal plays a role in shaping brain function and that cultural differences in self-construal can be used to predict brain activity patterns.

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Conflict of interest statement

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