

RESEARCH ARTICLE

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# ERP correlates of social conformity in a line judgment task

Jing Chen<sup>1†</sup>, Yin Wu<sup>1,2†</sup>, Guangyu Tong<sup>3</sup>, Xiaoming Guan<sup>2</sup> and Xiaolin Zhou<sup>1,2,4\*</sup>

## Abstract

**Background:** Previous research showed that individuals have a natural tendency to conform to others. This study investigated the temporal characteristics of neural processing involved in social conformity by recording participants' brain potentials in performing a line judgment task. After making his initial choice, a participant was presented with the choices of four same-sex group members, which could be congruent or highly or moderately incongruent with the participant's own choice. The participant was then immediately given a second opportunity to respond to the same stimulus.

**Results:** Participants were more likely to conform to the group members by changing their initial choices when these choices were in conflict with the group's choices, and this behavioral adjustment occurred more often as the level of incongruence increased. Electrophysiologically, group choices that were incongruent with the participant's choice elicited more negative-going medial frontal negativity (MFN), a component associated with processing expectancy violation, than those that were congruent with the participant's choice, and the size of this effect increased as the level of incongruence increased. Moreover, at both levels of incongruence, the MFN responses were more negative-going for incongruent trials in which participants subsequently performed behavioral adjustment than for trials in which they stuck to their initial choices. Furthermore, over individual participants, participants who were more likely to conform to others (i.e., changing their initial choices) exhibited stronger MFN effect than individuals who were more independent.

**Conclusions:** These findings suggest that incongruence with group choices or opinions can elicit brain responses that are similar to those elicited by violation of non-social expectancy in outcome evaluation and performance monitoring, and these brain signals are utilized in the following behavioral adjustment. The present research complements recent brain imaging studies by showing the temporal characteristics of neural processing involved in social conformity and by suggesting common mechanisms for reinforcement learning in social and non-social situations.

**Keywords:** Social conformity, Behavioral adjustment, Reinforcement learning, ERP, MFN

## Background

Individuals have a natural tendency to conform to others [1]. Since Asch's line judgment task [2], differences in individual conformity have been identified (see [3] for a review). Individual conformity is

affected by social factors such as the presence of others, the size of the group, and the unanimity of the group [4]. The effect of social factors on conformity is

reduced when the group is heterogeneous (gender, age, etc.) or when the group is not unanimous [6].

\* Correspondence: xz104@pku.edu.cn

†Equal contributors

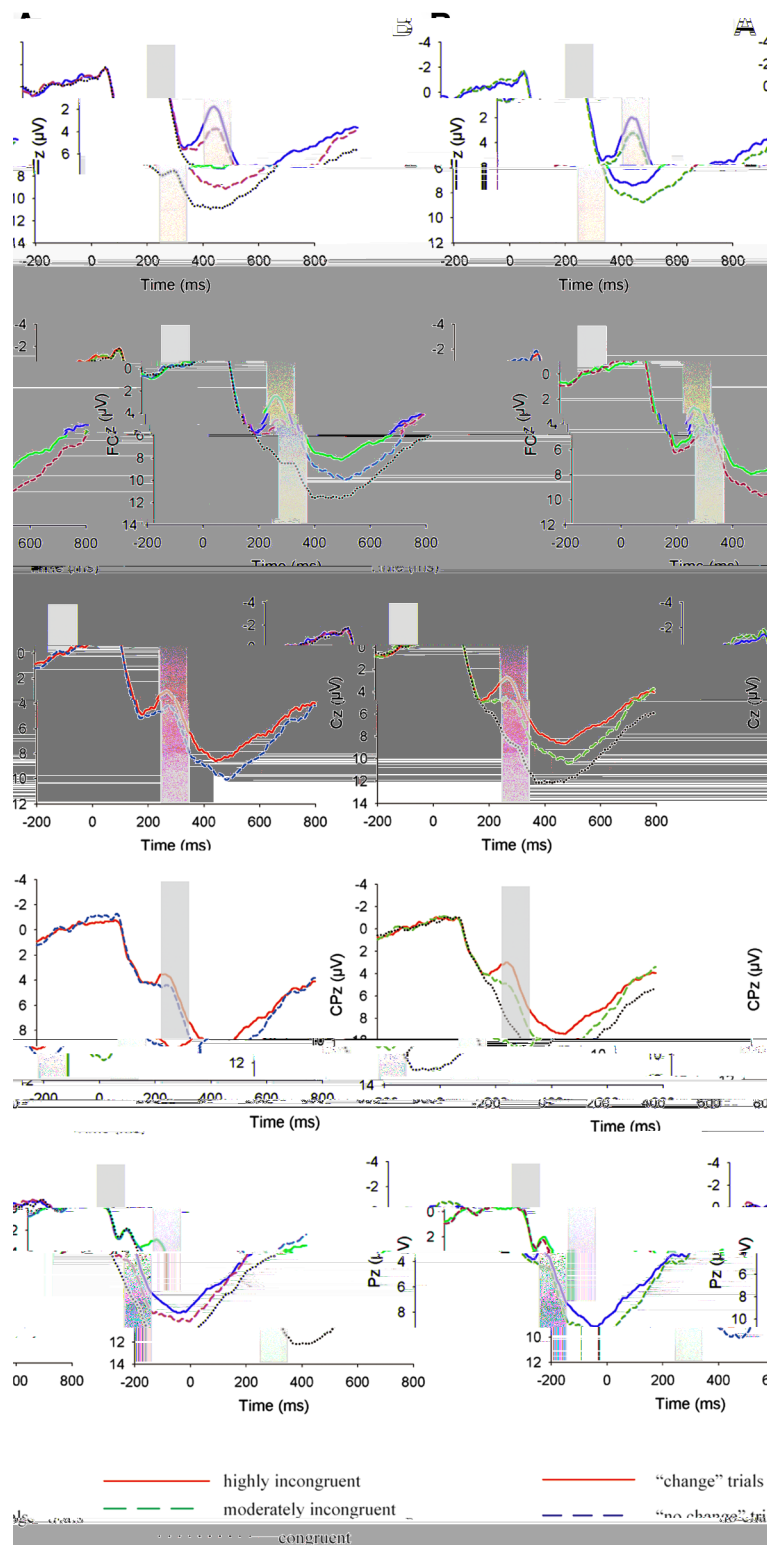
<sup>1</sup>Center for Brain and Cognitive Sciences and Department of Psychology, Peking University, Beijing 100871, China

<sup>2</sup>Key Laboratory of Child Development and Learning Science (Ministry of Education), Southeast University, Nanjing 210096, China

Full list of author information is available at the end of the article

e e e e f he c l d a l e a i c i a ' i i i a l  
j d g e i a e a l a i a k a d h e b a i a c i i i  
e g i i l i c a e d i e a l a i . Z a k i e a l . [ 7 ] d e -  
a e d h a e e e c i a l , i . e . , g i i ,  
a f f e c e d i d i d a l ' e a l e e e a i f b j e c i e  
a l e a i g e d i l i b i c e a i g h e a c i i i b a i  
e g i i l e d i e a d c e i g , c h a c l e  
a c c b e a d b i f a l c e ( e e a l [ 8 ] ) . O h e  
h e h a d , h e i d i d a l i c k h e i c h i c e i  
f a c e f g e b e ' c f l i c i g i i , h e b a i  
e g i i l e d i e i c e i g , c h a a g d a l a  
a d c a d a e a e a c i a e d [ 6 ] ; h e i d i d a l f i d h a  
h e i c h i c e a e d i f f e e f h e a j i f h e  
g , h e b a i e g i a c i a e d i h e g a i e a f f e c i e  
a e , i . e . , a e i i l a a d a e i c i g l a e , a e a c i -  
a e d [ 9 ] , a d h e e a c i a i a e h e b e -  
e b e h a i a l a d j e . A d b K l c h a e e a l .  
[ 1 0 ] f d h a c f l i c i h g i i i g g e e d a c i a -  
i i h e a l c i g l a e e a d d e a c i a i i h e e -  
a l i a a d i g a l c h a g e i h e e e g i e d i c e d  
b e e c f i g b e h a ]





**Figure 3 (A)** ERP responses at the midline Fz, FCz, Cz, CPz, and Pz, time-locked to the onset of the presentation of group choices and categorized by level of incongruence. The shaded 250–350 ms window was for the calculation of the mean amplitudes of the MFN responses; **(B)** ERP responses at the midline Fz, FCz, Cz, CPz and Pz, time-locked to the onset of the presentation of incongruent group choices and categorized by subsequent behavioral tendency (change vs. no change), clasp over the highly and moderately incongruent conditions. The shaded 250–350 ms window was for the calculation of the mean amplitudes of the MFN responses.



(Figure 5A). The high confidence trial, the likelihood of the actual confidence decision. After the trial, the high confidence (N=10) had a mean of 0.83 (SD=0.12) while the low confidence (N=9) had a mean of 0.21 (SD=0.18). ANOVA revealed the main effect of MFN in the trial, in the actual confidence behavior - actual confidence and behavioral decision (change in change) and electrode area in the actual confidence, revealed a significant main effect of behavioral decision,  $F(1, 17) = 12.81, p < 0.01$ , in the MFN electrode area in the "change" trial (2.34 ± 1.19  $\mu\text{V}$ ) than the "change" (3.55 ± 1.36  $\mu\text{V}$ ) trial. In addition, the main effect of a significant interaction between behavioral decision and actual confidence,  $F(1, 17) = 4.93, p < 0.04$ . Similarly, the high confidence trial, the MFN electrode area in the "change" trial (1.83 ± 1.64  $\mu\text{V}$ ) than the "change" trial (3.78 ± 1.59  $\mu\text{V}$ ),  $F(1, 9) = 14.19, p < 0.01$ . However, the main effect of each individual significant effect of confidence trial,  $F(1, 8) = 1.22, p > 0.30$ .

In the electrode area, the electrode area in the individual actual confidence, between the high confidence MFN difference between the "change" and "change" trial and the decision confidence (Figure 5B). This relationship,  $r = -0.47, p < .05$ , indicates that the likelihood of actual confidence and electrode area, the electrode area in the MFN difference area.

## Discussion

This study has identified the likelihood

be ee he i de ec ed. W a d Zh [15] a i -  
la ed h g all he e ad ale ce, e ad ag i de,  
a de ec a c ad ag i de i a ea ga -  
bli g a k. The f d ha he FRN effec he feedback  
a e i i e l e ad ale ce, b al e -  
ec a c ad e ad ag i de, i h i la i fe -  
ec a c elici g e ega i e-g i g FRN e e .  
Th i a ea ha he edici e ca be defi ed  
l i e f he ale ce f c e b al i  
e f he he he c e fi e-e abli hed, -  
ale ce e ec a c [15,26,27]. F he die a e eed ed  
ecificall add e he diffe e ia i be ee ale ce-  
ba ed . e ec a c -ba ed acc f he MFN/FRN  
effec .

Vi la i f cial e ec a c cial ca al  
elici e ha ced MFN e e . I ha bee c i e l  
f d ha fai ffe i ec ic e cha ge e ke  
e ega i e-g i g MFN ( FRN) e e ha fai  
ffe [16-19]. W e al. e f he de a e ha ,  
c a ed i h fai ffe , b h di ad a age ( ega i e)  
fai ffe a d ad a age ( i i e) fai ffe eli-  
ci ed e ega i e-g i g MFN e e (W , H , a  
Dijk, Leli eld, Zh : B ai ac i i i fai e c ide -  
a i d i g a e di i b i : D e he i i al e hi  
la a le?, b i ed). The MFN effec a eflec he  
de eci f cial e ec a c i la i a egali a ia di -  
i b i fa e i a e ec ed cial [28,29]. D -  
i g e l i , he h a bai a ha e de el ed  
ecific echa i de ec g i g de ia i f -  
cial [30]. I i ible ha he e echa i ha e  
he a e e al c ela e a h e e gaged i edici g  
e d i g - cial eif ce e lea i g [10,31].  
The MFN ca he ef e eflec l he e c di g f  
edici e f e a e ad ef a ce  
feedback b al i la i fe ec a c ad cial  
. I he ee d , i di id al c ld c a e  
hei i i al ch ice i h i i f he g e be  
a d he diffe e ce i h he c ld be e c ded a a e-  
dic i e . A ece ERP d cial c f i al  
gge ed ha cial de ia ce ac i a e he bai ' e -  
i i g e [32].

I hi d , e al f d ha MFN e e i -  
ce i g g ch ice i c g e i h he a i c a '  
ch ice ca be edici e f he he he ld b -  
e e l cha ge hei id he he e egi e a ec-  
d i ake li e j dg e (c.f., [22]). A b h  
le el f i c g e ce, ial i hich he a i c a  
cha ged hei id h ed e ega i e-g i g MFN  
e e ha ial i hich he ick hei i i al  
j dg e . The eif ce e -lea i g he f MFN  
[25,33] gge ha he MFN eflec he c di g f e-  
dic i e i he idb ai d a i e e , hich  
e d i g al he a e i ci g la e c e (ACC) a d  
g ide ac i elec i edia ed b he ACC h gh he

eif ce e faci a cia ed i h i i e e ad  
a d he i h e faci a cia ed i h ega i e  
c e . S cial c f i ca be c ide ed a e f  
g al-di ec ed ac i i hich he g al f beha i i cl de  
a i i i g he e ad fll i g acc a e ef a ce  
a d cial acce a ce, a d i i i g he i h e fl-  
l i g e e e e ad cial e jec i [3]. I he  
ee d , he e ega i e g i g MFN e e f  
he "cha ge" ial , a ed he " cha ge" ial ,  
de a ed ge e al i g al e ACC, hich  
g ided b e e beha i al adj e (i.e., ac i c -  
i e i h g i i cial ). I deed, a e-  
ce fMRI d al h ed ha he a li de f  
c flic - ela ed i g al i bai egi i lica ed i  
eif ce e lea i g, i.e., al ci g la e e ad he  
e al ia , ca edic b e e beha i al c -  
f i [10].

The acc ha cial c f i i i a ia ed ia  
eif ce e lea i g echa i i f he e gh-  
e ed b he fi di g ha i di id al h e e e likel  
c f he he e hibi ed a ge MFN diffe -  
e ce be ee "cha ge" a d " cha ge" ial he c -  
a ed i h i di id al h e e le likel cha ge hei  
id . P e i die ha e h ha he MFN  
e e a e e i i e i di id al diffe e ce al g dif-  
fe e di e i , i cl di g e ali ali . F  
e a le, Ye g e al. [34] e ed a c ela i be ee  
he MFN a li de a d he a i c a ' a i g h  
ch he fel be i l ed i he ga bli g a k, i h  
la ge MFN a li de c e di g highe i l e-  
e a i g . B ke a d De C e e [16] f d ha he  
MFN a li de a e ced i e ce i g -  
fai , a ed fai , ffe a d hi effec a la ge f  
a i c a i h highe c ce f fai e ha f a -  
i c a i h l e c ce . Vi la i f cial i  
a ki d f edici e ha ca be ili ed a  
eif ce e lea i g i g al f b e e beha i al  
adj e . The e i g ifica he edici e i  
al ed b a i di id al, he e likel he ld b e-  
e l cha ge id c f he (ee al [10]).

N e ha, i he ab edic i , e ha e la gel ca eg -  
i ed he c f i effec e be ed a " a i e c -  
f i " a d a i b ed he de i e be c i e i h  
he i ch ice elec i a a ki d f cial eif ce e .  
H e e, i i al ible ha a i c a had i l ed  
he 'ch ice i li e j dg e a a ce f i f ai  
i de ake e acc a e j dg e (i.e., i f ai al  
c f i ). A die cial c f i , he e -  
e i e al de i g e ed c ld all defi el  
diffe e ia e he e f c f i . A ible a  
i e he de i g i i cl de a c l c di i i  
hich he g i i c e f c e g a  
(ee [35]). H e e, i f he c e g a ge e a e  
ch ice ba ed ed k ledge, a i c a i gh

ah hie hec e ga (ie., ea ig hec e ah aied age), ad hec fi effec bai ed i hi i ai ca ill be ake a bei g f aie c f i; if hec e ga ge e ae ch ice ad l, a ici a igh ea he ch ice diffe l. I deed, idi g a ici a ih "b " " b "ch ice f ck ad l d ced b f chi a ee [36] idi g a ici a i ha - acie e j dg e fh a face ad l d ced b c e [11] did affec a ici a 'ch ice beha i, b he e effec ee ch eake ha he i ac f g ch ice d ced b h a ee.

Me e, g i i d ced b h a ee ad g ch ice ge e ad b c e ga elici diffe e ial e al ig al i bai egi i li - ca ed i ei f ce e lea ig b i bai egi i led i e - e ce al ce ig [11]. Take - ge he, e igh c cl de ha hec fi effec be ed i hi ad e he die i e e ial f aie c f i. Tha i, a ici a ' be - e beha i al adj e "i edia ed b he ei f ce e lea ig echa i i hich b h e ad f bei g alig ed ih g a da e i bei g - alig ed a ha e ac ed a ei f ce" [11].

A he i e ha eed di c i c ce he he he MFN effec be ed igh be e lai ed i e f a e i de ed hec ge ce fg i i. I a ic la, he a ici a igh ha e aid le a e - i a he a f e ial, aki g he ig e he g i i. C e e l he h ed alle e al e e ic ge g i i a da eake e de c be e l adj hei ch ice. H e e, hi li e f ag e ee i la ible a he P300, hich i ge e all belie ed eflec he di b - i f a e i al e ce [37], a ac all e i i e f he "cha ge" ial ha f he "cha ge" ial (Fig e 3B).

### Conclusions

B a i la i g he le el f(i)c ge ce be ee he a ici a ' i i al ch ice ad g e be 'ch ice i a li e j dg e ak, he ee d de a ed ha 1) ic ge g ch ice ld elici e ega i e gi g MFN e e ha c ge e e he he a ici a ee ee ed ih he ch ice; 2) ic ge g ch ice i ial i hich he a - ci a cha ged hei id he gi e he ec d - i ake li e j dg e elici ed e ega i e - gi g MFN e e ha ic ge g ch ice i ial i hich he a ici a ck hei igi al i i; 3) e i di id al a ici a, a ici a h e e e likel c f he e hibi ed ge MFN diffe ce be ee "cha ge" ad "cha ge" ial ha h e h ee. The e fi di g gge

ha ic ge ce ih g ch ice i i ( hich ac a aki d f cial ) ca elici bai e e ha a e i ila h e elici ed b i la i f - - cial e ec a c i c ee al ai ad ef a ce i i g, a d he e bai ig al ca be ili ed i he f ll ig beha i al adj e. The ee d c - le e ece bai i agi g die b h ig ha he bai a idl c e he cial ba ed g e be ' i i ad c a e e' ac - i i h he. The d al gge c echa i f ei f ce e lea ig i cial a d - cial i a i.

### Methods

#### Participants

T e -f de g ad a e ad g ad a e de (13 fe ale; ea age 22.5 ea, SD=1.93) a ici - a ed i he e e i e. F de, h ee a ge he a ici a, ee ec i ed a c - fede a e. T e cl de ible i fle ce fe - cial c f i, each EEG a ici a a g ed ih 4 a e - e c fede a e [38].

All he a ici a ee igh -ha ded a d had al c ec ed - - al i i. The had hi f e l gical chia ic di de. I f ed c e a bai ed f each a ici a bef e he e. The e e i e a ef ed i acc da ce ih he Decla a i f Hel i ki a d a a ed b he E hic C i ee f he De a e f P ch l g, Peki g U i e i. Each a ici a a aid 60 Chi ee a (ab USD\$ 9.5) a ba ic a e ad a i f ed ha addi al ea e ad ld be aid acc d - ig hei e f a ce i he ak.

#### Design and procedures

The e i e ed a e - fac i hi - a ici a de - ig ih h ee le el fg ch ice. F he high i - c ge c di i, h ee f g e be ade ch ice diffe e f he a ici a ' i i al ch ice; f he de a el ic ge c di i, g e - be ade ch ice diffe e f he a ici a ' hile he he e be ade he a e ch ice; f he c ge c di i, e g e be ade ch ice diffe e f he a ici a '.

Whe a a ici a ca e he lab a, he ad he f c fede a e ee ld ha he ld i i e a e c le e a ak ge he h gh he c e e k. B a ig i g he a ici a ad hec fede a e e - de e i ed ca d, he ee e i el led e a a e c bicle la diffe le i he ak. The a ici a a he ld ha he a ella he he f g e - be ld fi h a li e j dg e ak ge he. He a al i f ed f he ced e f he e e i e (Fig e 1). Tha i, a he begi i g f each ial, he



aici a a e e ed ih a alle e ical lie ,  
ihale gh fei he 5.5 6.0 c , ei he lef igh  
ide f he cee ( ih e cl a eaiga e ide i  
half f he ial) a dah i al black lie ( ihale gh  
f 6.0 c ). He had j dge hich e f he e ical  
lie i f he a elegha he h i al e b e -  
i g a b ih he i de fi ge f he lef igh ha d  
(i.e., a bi a j dg e ). The ii f he h i al  
lie a ei he he f he b f he  
e ical lie hile he elai e ii f he e ical  
lie a ied ligh l al g he e ical ie ai e  
ial . Pa ici a e ed i a -e ei e e i -  
ai e ha i a al i ible f he be e  
hich e ical lie ( ih a diffe e ce f 0.29 deg ee i i -  
al a gle be ee he lie ) a f he a elegha he  
h i al lie . A de ailed e a i ai f he a ici a '  
e e h ed ha he acc ac f he a ici a '  
e e (i.e., ch ig he e ical lie ih 6.0 c ) a  
43.38%, hich did diffe ig ifica l f he cha ce  
le el (50%),  $t(18) = 1.27, p > 0.1$ .

The a ici a a he e e ed ih a fa ei di-  
ca i g, h gh c l i g ca fig e, h a f  
he 4 he g e be had ch e he ed ble  
lie . The g ch ice e e ede e i ed b a c -  
e g a ih he a ici a ' k ledge, a d  
ed ble lie e e a d l a ig ed. The a ici a  
a h he a e lie i l agai , a d a  
i ced i dica e hi ch ice he ec d i e b e -  
i g a e e b . The a ici a a i f ed be-  
f e he e ei e ha he c e ld ec d hi  
e e a d he e a a e a de e de he  
acc ac f hi ec d ch ice i each ial. The i e lie  
f he e e ai f each fa e i each ial a ill -  
a ed i Fig e 1.

The a ici a a c f abl ea ed ab 1.0 i  
f fac e cee i a di l li . The e e i-  
e a ad i i e ed a c e ih a Del 22-i ch  
CRT di la i g P e e ai f a e (Ne beha i al  
S e I c.) c l he e e ai a di i g f he  
i li . F he high i c g e c di i , all he f  
g e be 'ch ice e e diffe e f he a ici-  
a ' i 120 ial a d he e e be 'ch ice e e diffe-  
e i 60 ial . F he de a el i c g e c di i ,  
g e be 'ch ice e e diffe e f he a ici-  
a ' i 140 ial . F he c g e c di i , he e  
g e be (b e) had he a e ch ice a he a-  
ici a i 60 ial , a d all he f g e be had he  
a e ch ice a he a ici a i 120 ial . The 500 ial  
e e a d l i ed a d e e di ided i e al be  
i 5 e blk ih he e ici ha e ha  
h ee c ec i e ial e e a he a e i c g e ce  
le el . A ac ice blk f 30 ial i hich he a ici a  
de e he a e ced e a ha i he f al e  
a ad i i e ed fa ilia i e he a ici a ih he e -

ei e . Pa ici a e e deb iefed, aid, a d ha ked a  
he e d f he e ei e .

### EEG recording and analysis

EEG e e e ced f 64 cal ie i g i elec -  
de ed i a ela ic ca (B ai P d c , M ich,  
Ge a ) acc di g he i e ai al 10-20 e .  
The e ical elec c l g a (VEOG ) a ec ded  
a- bi all f he igh e e . The h i al EOG  
(HEOG) a ec ded f elec de laced a he e  
ca h f he lef e e . All EEG a d EOG e e efe-  
e ced lie a e e al elec de, hich a laced  
he i f e, a d e e e-efe e ced fflie he  
ea f he lef a d igh a id . Elec de i eda ce  
a ke bel 10 k $\Omega$  f EOG cha el a d bel 5 k $\Omega$   
f all he elec de . The bi - ig al e e a lified  
ih a ba da f 0.016 100 H a d dig i ed -  
lie ih a a li g f e e c f 500 H .

Se a a e EEG e ch f 1000 ( ih a 200- e-  
i l ba eli e) e e e ac ed fflie, i e-l cked  
he e f g i i . Oc la a ifac e e c -  
ec ed ih a e e- e e c ec i alg ih ha  
e l a e ge i a al i i c bi ai ih  
a ifac a e agi g [39]. E ch e e ba eli e-c ec ed  
b b ac i g f each a le he a e age ac i i f  
ha cha el d i g he ba eli e e id . All he ial i  
hich EEG l age e ce ed a h e h ld f 80  $\mu$ V d -  
i g ec di g e e e cl ded f f he a al i . The  
EEG da a e el - a fil e ed bel 30 H .

F he MFN, he ea a li de i he i e i -  
d f 250-350 e e a al ed. Thi i e id  
a elec ed acc di g he cla ical defi i i f he  
MFN a d acc di g i al i ec i f a ef .  
The G ee h e-Gei e c ec i f i la i f he  
a i f he ici a a lied he e a ia e.  
The B fe i c ec i a ed f lile  
c ai .

The ea be f ial ha a e e ed i MFN a l-  
li a 132.2 (a gi g f 79 175) e a ici a f  
he high i c g e c di i , 100.1 (f 52 131)  
f he de a el i c g e c di i , a d 133.7 (f  
71 173) f he c g e c di i . A fe di ca di g he  
fi e a ici a h had le ha 10 "cha ge" ial i  
ei he he high he de a el i c g e c di i ,  
f he e ai i g 14 a ici a , he ea be f ial  
ha a e e ed i he "cha ge" . " cha ge" c a i-  
a 70.4 (f "cha ge", a gi g f 27 156) a d  
54.9 (f " cha ge", a gi g f 17 111) e a ici-  
a i he high i c g e c di i a d e e 23.1  
(a gi g f 11 38) a d 73.3 (a gi g f 12 106)  
e a ici a i he de a el i c g e c di i .

I i clea f Fig e 3 ha he ch ice c g e ce ef-  
fec a d diffe e ce be ee "cha ge" a d " " cha ge"  
ial a ea ed l i he MFN id , b al i

alae, ibl he P300, i e id . B gie ha  
he a e effec i he la e i e id a e e -  
iall he a ea he ef he MFN, e did e  
he a al i f he effec i hi i d .

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#### Author details

<sup>1</sup>Center for Brain and Cognitive Sciences and Department of Psychology, Peking University, Beijing 100871, China. <sup>2</sup>Key Laboratory of Child Development and Learning Science (Ministry of Education), Southeast University, Nanjing 210096, China. <sup>3</sup>Department of Sociology, Peking University, Beijing 100871, China. <sup>4</sup>Key Laboratory of Machine Perception (Ministry of Education), Peking University, Beijing 100871, China.

#### Authors' contributions

JC, YW, GT, XG and XZ codedesigned the experiment. JC and GT performed the experiment and the data analysis. JC, YW and XZ wrote the paper. All authors read and approved the final manuscript.

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