







Perceiving persons: Social cognitive neuroscience approaches.

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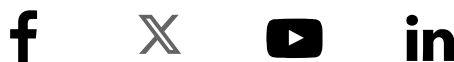
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Abstract

The act of person perception involves numerous, interrelated processes unfolding over time. It can be considered at the individual or group level. It can be influenced by a host of situational and dispositional factors. It is beyond the scope of this chapter to consider all such variables. Instead, we will restrict this review to research in which some aspects of person perception have been investigated using measures and methods derived from cognitive neuroscience, focusing in particular on research using event-related brain potentials (ERPs) and, to a lesser extent, functional magnetic resonance imaging (fMRI). Before proceeding, we first present a brief overview of the theory and methods of ERP and fMRI. Our focus on these two methods does not imply that other psychophysiological measures are not useful for the study of person perception; rather, these methods simply have been the most commonly used to date. (PsycInfo Database Record (c) 2020 APA, all rights reserved)

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