

Neural correlates of facial impression formation: real world paradigm and functional magnetic resonance imaging

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Previous studies have identified the neural substrates of facial impression formation using neuroimaging techniques such as functional magnetic resonance imaging (fMRI). In the present study, we combined fMRI with speed-dating, in which participants engaged in three-minute short conversations, to determine whether facial impressions of conversation partners displayed on a computer screen could predict the impressions formed during direct interactions with those partners. The results showed that ratings of trustworthiness and activity of the left amygdala obtained before the speed-dating event predicted the ratings of trustworthiness obtained during the event. In addition, ratings of dominance obtained before the speed-dating event predicted the ratings of dominance obtained during the event. These results suggest that first impression of face photograph predicts person impressions formed through direct conversation.