



Centro de Investigación  
Mente, Cerebro y  
Comportamiento

## **Seminario Pia Rotshtein. "It is all about me: Studying the self in cognition"**

28/05/2019

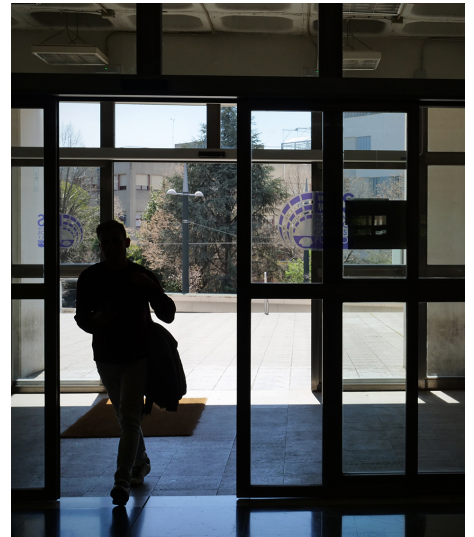
Seminario Pia Rotshtein. University of Birmingham  
UK 28 de Mayo. 12.30h - Aula Magna de Psicología  
Title: "It is all about me: Studying the self in  
cognition »

Seminario Pia Rotshtein. University of Birmingham  
UK

Fecha: 28 de Mayo. 12.30h

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**Abstract:** The self is a social construct. Processing of information related to the self is prioritised, both in perception and memory. This is demonstrated in experiments that used self-name, self-face and also for newly learned associations. For example, when participants learn to associate themselves to a green triangle and a friend to a blue circle, the green triangle is processed faster. The prioritization of the green triangle is facilitated by activation in ventral medial prefrontal and superior temporal sulcus network, while responses of the dorsolateral prefrontal cortex increase when there is a need to attend other stimuli that are not related to the self.