Social Neuroscience: Toward Understanding the Underpinnings of the Social Mind

This book introduces social cognitive neuroscience research, addressing questions of fundamental importance to social psychology: How do we understand and represent other people? How do we represent social groups? How do we regulate our emotions and socially undesirable responses? This book also presents innovative combinations of multiple methodologies, including behavioral experiments, computer modeling, functional Magnetic Resonance Imaging (fMRI) experiments, Event-Related Potential (ERP) experiments, and brain lesion studies.