

**The Faculty of Management  
The Department of Knowledge and Information Management  
Invites you to attend a seminar**

**How to influence others and get approval from your granny:  
The cognitive and neural computations underlying strategic  
management of social influence**

**Dr Uri Hertz  
Institute of Cognitive Neuroscience, University College London**

**Thursday, December 22<sup>th</sup> at 12:00 pm  
Jacobs Building, room no. 506**

**Abstract**

Research on social influence and persuasion has mainly focused on the target of influence (e.g. consumer, voter), while the cognitive and neurobiological underpinnings of the source of the influence (e.g. spin doctor, investment consultant) remain unexplored. Here I explore the internal motivations and the external settings underlying advice giving strategies and the attempt to influence others. In a novel trial-by-trial advice giving paradigm, advisers managed their influence over their client strategically, by modulating the confidence of their advice, depending on the interaction between adviser's level of influence on the client (i.e. ignored or chosen by the client), and relative merit (i.e. comparison with a rival). These factors were captured using a computational model, and used to examine the neural computation underlying influence management. Functional magnetic resonance imaging showed that these factors were tracked in distinct regions of the brain's social and valuation systems. In addition brain system monitoring conflict and pain responses were modulated by participants' traits, namely negative self perception. I will discuss the implications of these novel results on collective decision making, and the way such approach can inform us on socio-psychiatric disorders.

Graphic abstract (comics):

<http://frithmind.org/socialminds/2014/09/22/how-to-influence-people-and-get-approval-from-your-granny-by-uri-hertz/>

All Are Welcome

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