



# Gaze Direction and the Processing of Social Feedback

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# Background and Aspirations

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# How is Gaze Direction Perceived? Stimuli Specific

A number of factors may modulate individual differences in gaze perception

*Looking at the literature...*



- Gaze direction is a crucial social cue
  - Can communicate emotion and guide **shared attention** in an environment
- When an **attractive** face is looking at you, an increase in activity in reward related brain areas occurs, and decreases when an attractive face is looking away from you (Kampe et al. 2001).
- Main et al. (2009) found that unfamiliar faces with direct gaze were generally rated as more **dominant** than those with averted gaze

# Perceiving Gaze: Modulations

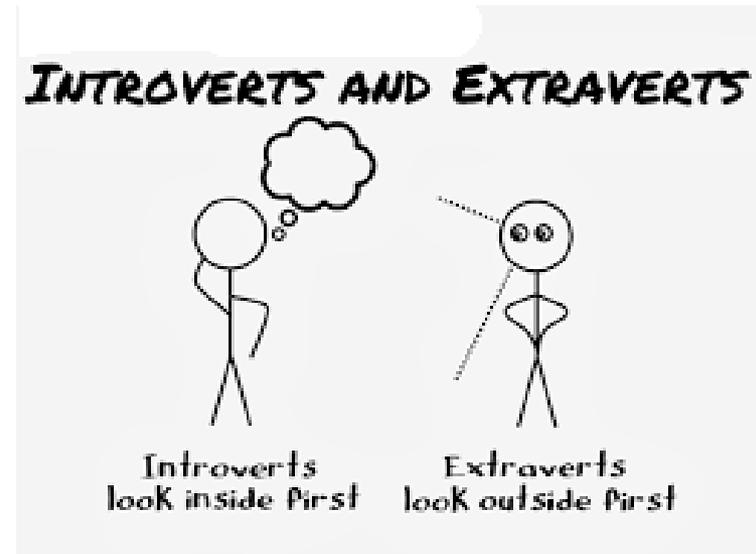
## ***Social Factors:***

### **Anxiety**

- Evidence in social anxiety suggests that direct gaze is avoided, perceived as threatening, and may elicit fears of being scrutinized (Schulze, Lobmaier, Arnold, & Renneberg, 2013)

### **Introversion/Extraversion**

- Mobbs (1968) found that the average duration of eye contact was significantly greater for extraverts than for introverts



# The Question

- Does gaze direction impact the influence of social feedback as a reward?



- Which is a more rewarding/punishing social cue: **Direct gaze** or **averted gaze**?

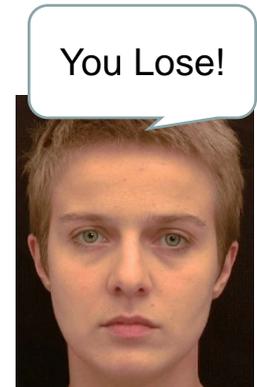
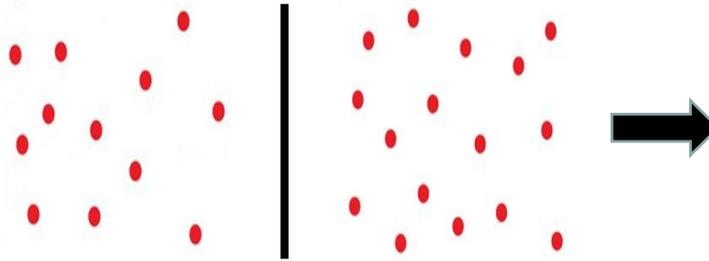


or



# Project Framework

## 1. Reward/Conditioning Task



## 2. Likert Scales

- (Attractiveness, Valence, Dominance, etc. of stimuli)

## 3. Attentional Bias Task

## 4. Questionnaires

- Intro/Extraversion, Reward/Punishment sensitivity, Anxiety trait, etc.



# Conditions

## Social Factor

DG

AG

BRAVO!

BRAVO!

Win

2 (gaze directions) x 2 (win/lose)

Reward  
Factor

V

Y

TOO BADI

TOO BADI

Lose

Hypothesize that participants (normal healthy controls) will show an attentional preference in the following way:

DG + win > AG + win

DG + win > DG + lose

DG + lose > AG + lose

AG + lose >= AG + win

DG = Direct Gaze  
AG = Averted Gaze

# Collaborators

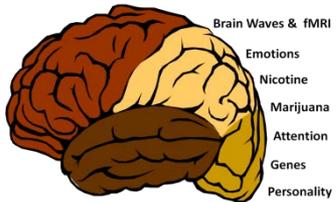


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# Thank You!

## Questions?



# References

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