

effect of direct and indirect effects of the brain on behavior. The results show that the brain's response to social feedback is not only influenced by the type of feedback (positive vs. negative) but also by the social context (public vs. private). The study found that the brain's response to social feedback is more pronounced in the public context, suggesting that the brain is more sensitive to social feedback when it is being observed by others. This finding is consistent with the idea that the brain's response to social feedback is influenced by the social context, and that the brain's response to social feedback is more pronounced in the public context.

Self-evaluation is a complex process that involves the brain's response to social feedback. The study found that the brain's response to social feedback is more pronounced in the public context, suggesting that the brain is more sensitive to social feedback when it is being observed by others. This finding is consistent with the idea that the brain's response to social feedback is influenced by the social context, and that the brain's response to social feedback is more pronounced in the public context.

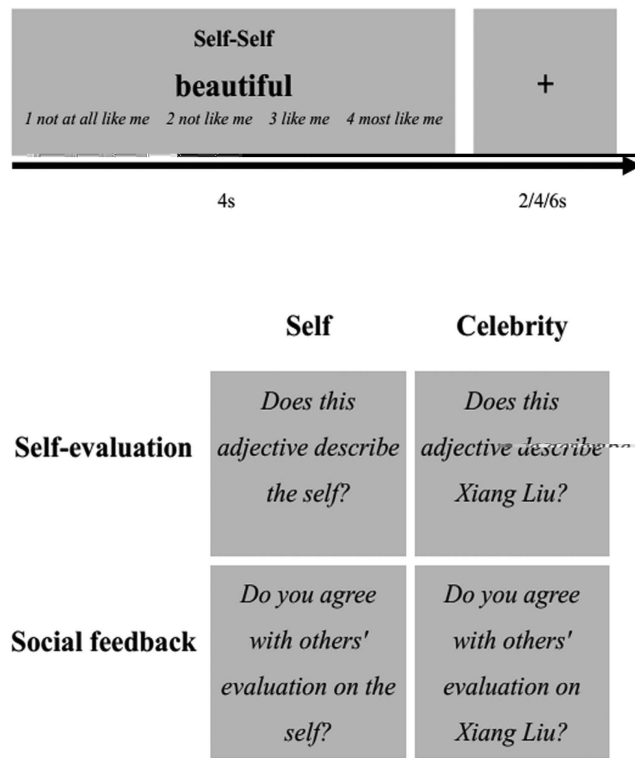


Figure 1. Experimental procedure (top) and experimental conditions (bottom) used in the fMRI study. The condition varied according to the Tag of the evaluation (Self vs. Celebrity) and to the Task of the evaluation (Self-evaluation vs. Social feedback).

fMRI Data Acquisition. Images were acquired in a 3T Siemens TRIO MRI scanner. Functional data comprised 1680 volumes acquired with T2*-weighted gradient echo planar imaging (EPI) sequence. We obtained 32 echo planar images per volume in the oxygenated blood dependent (BOLD) contrast (TR = 2000 ms; TE = 30 ms; 3 mm × 3 mm in-plane resolution; Field of View [FOV] = 192 mm × 192 mm). Slice thickness was acquired in an interleaved order and oriented parallel to the AC-PC plane, with a thickness of 3 mm, 0.99 mm gap. High-resolution T1-weighted 3D fast field echo (FFE) sequence was obtained for anatomical reference (176 slices, TR = 1900 ms; TE = 2.52 ms; slice thickness = 1 mm; FOV = 250 mm × 250 mm; voxel size = 1 mm × 1 mm × 1 mm).

fMRI Data Analysis. Data were analyzed using Brain Voyager QX 2.3 (Brainlab, Germany). Functional contrast was aligned to the individual anatomical head motion, and corrected for each participant's anatomical data. Functional data were then normalized to standard Talairach space, resliced into a voxel size of 3 × 3 × 3 mm³ and smoothed with an 8 mm Gaussian kernel to increase signal-to-noise ratio. Event-related deconvolution was used to estimate the general linear model and employing a canonical hemodynamic response function convolved with the hemodynamic delay. Fixed effects analysis was performed on the images for each voxel and compared regionally. Perceptual individual participant general linear model analysis. General linear model analysis was performed on the individual perceptual significance was determined by the $p < 0.005$, in region encompassing a least 20 voxels²⁰.

Modeling self-evaluation and self-evaluation. Brain activation associated with the evaluation of one's own ability was modeled with a general linear model (GLM) using the contrast (EPS + ENS) > (EPC + ENC). The contrast of (EPS > EPC) > (ENS > ENC) was calculated to determine brain regions involved in the evaluation of positive ability of the self. Moreover, to identify the participant's ability self-evaluation modulation of the self-evaluation related to the evaluation of one's own ability, self-evaluation contrast was derived from the RSE (self-evaluation) > (EPC + ENC) > (EPS > EPC) > (ENS > ENC), respectively.

Finally, brain activation related to participant's ability devaluation was modeled by comparing the ability of each individual on a 4-point scale (1 = strongly disagree, 4 = strongly agree). Brain activation was modeled using a general linear model (GLM) using the contrast (EPS + ENS) > (EPC + ENC) > (EPS > EPC) > (ENS > ENC) > (EPC + ENC) > (EPS > EPC) > (ENS > ENC), respectively. Moreover, to identify the people's ability self-evaluation modulation of the self-evaluation, brain activation related to ability devaluation was modeled by comparing the ability of each individual on a 4-point scale (1 = strongly disagree, 4 = strongly agree).

ela ion hip i h inc ea ing a ingine al a ing ai of he elfo po i i e ai of he elf, he elf e eem co e de i ed f om he RSE q e ionnai e e e en e ed a a ege e o in a hole b ain ege ion anal i o a e i a ocia ion i h he con a al e of (EPS + ENS) e (EPC + ENC) o (EPS EPC) e (ENS ENC), e pec i el .

M de g f e f e a e d c a d g h e c a feedback a . B ain ac i a ion ela ed o e al a ion of o h e 'feedback on he elf a e ima ed b con a ing (EPFS + ENFS) e (EPFC + ENFC). e con a of (EPFS EPFC) e (ENFS ENFC) a calc la ed o de ne b ain egion engaged in e al a ion of o h e 'po - i i e feedback on he elf. Mo eo e , o iden if he he pa icipan ' ai elf e eem can mod la e hei b ain ac i a ion in ol ed in e al a ion of ocial feedback on he elf o po i i e ocial feedback on he elf, a hole b ain ege ion anal i of he con a al e of (EPFS + ENFS) e (EPFC + ENFC) o he con a al e of (EPFS EPFC) e (ENFS ENFC) e e cond ced i h elf e eem co ea a ege o .

F he , b ain ac i a ion ela ed o pa icipan 'a i de bo ocial feedback e e e ima ed b ege ing pa icipan ' a ing of each ai adjec i e on a 4 poin cale (1= ongl di ag ee, 4= ongl ag ee). e con a of (EPFS + ENFS) e (EPFC + ENFC) a hen cond ced o a e b ain ac i a ion ela ed o a i de o a d he ocial feedback on he elf. In addi ion he con a of (EPFS EPFC) e (ENFS ENFC) a ed in he ege ion anal e o e amine b ain ac i a ion ela ed o a i de o a d po i i e ocial feedback on he elf. Mo eo e , o iden if he he people' ai elf e eem co ld mod la e hei b ain egion ha ho ed a

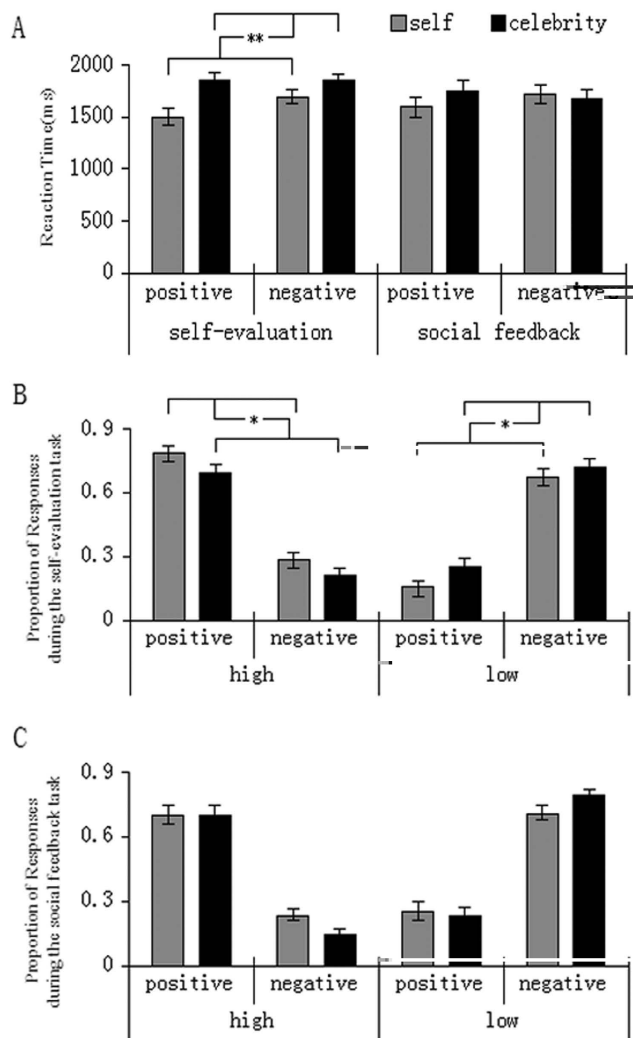


Figure 2. Participants’ reaction times (A), proportion of responses during the self-evaluation task (B) and proportion of responses during the social feedback task (C).

contrasts	Anatomical region	BA	L/R	X	Y	Z	k	r
(EPS + ENS) (EPC + ENC)	middle frontal g	10	L	-41	57	8	31	0.68
	inferior frontal g	47	L	-38	23	1	58	0.66
	precune	31	L	-15	-50	29	21	0.68
	cune	19	L	-9	-88	37	21	0.64
	parahippocampal cortex		L	-26	-45	3	23	0.67
	middle temporal g	21	L	-64	-33	-10	34	0.65
	perio-temporal g	22	L	-58	-51	20	144	0.68
	middle occipital g	19	L	-27	-93	22	39	0.67
(EPS - EPC) (ENS - ENC)	middle frontal g	9	L	-44	31	36	68	0.69
	inferior temporal g	20	L	-60	-11	-19	29	0.65
	middle temporal g	21	L	-53	-29	-9	29	0.63

Table 1. Association between self-esteem and the neural activity related to the self during the self-evaluation task.

= 88), right middle temporal g (34/-79/23, $t = 4.42$, $p = .035$) and middle occipital g (23/-94/9, $t = 4.28$, $p = .034$) (Table 2). However, people’s self-esteem did not correlate with the neural activity related to social feedback on one self.

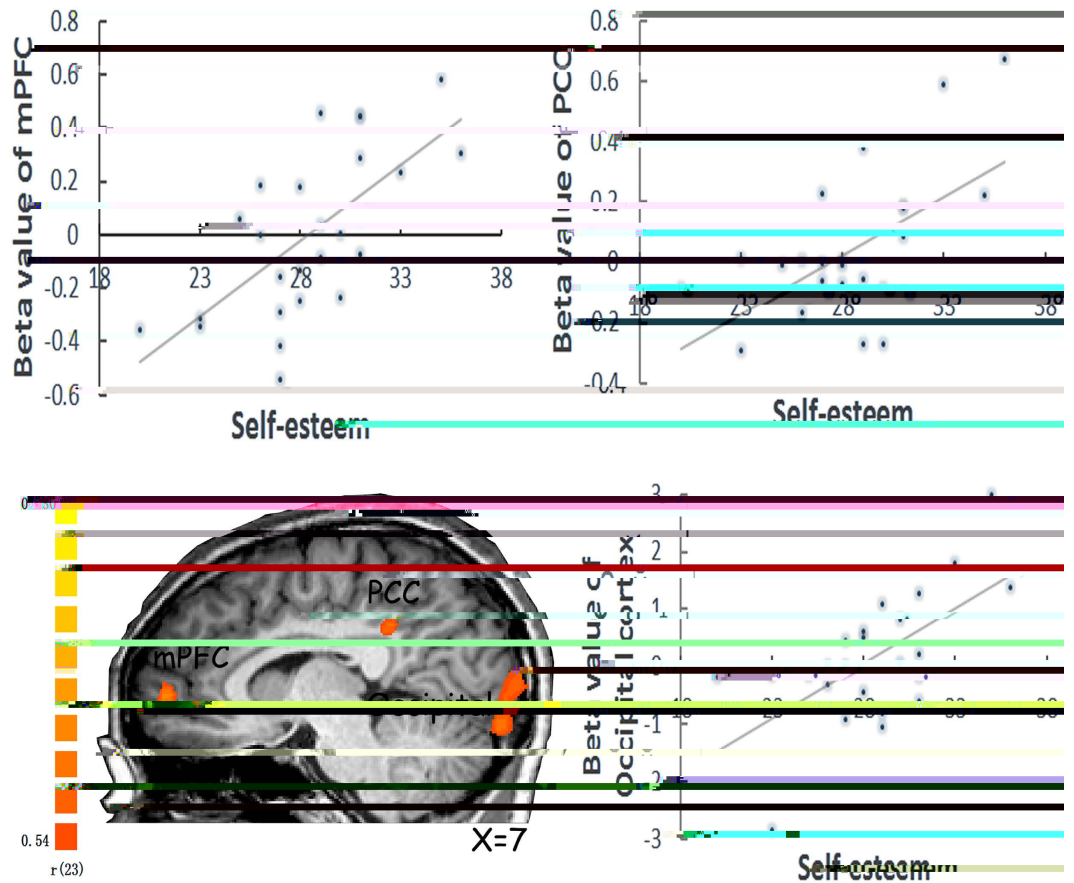


Figure 4. Prediction of self-esteem by attitude-related neural activity showed significant activations in the medial prefrontal cortex (mPFC), PCC and occipital cortex in responses to evaluation of positive social feedback to the self compared to the celebrity ($X=7$).

processing in mPFC/PCC which supports cognitive processes. Moreover, fMRI revealed that self-esteem predicted the activation in the middle frontal gyrus, inferior temporal gyrus and middle temporal gyrus in response to evaluation of one's own picture compared to that of a celebrity.

In addition, one's self-esteem is positively related to the activation in bilateral OFC, which is involved in the evaluation of positive feedback to the self. The orbitofrontal cortex (OFC) is an important part of the network involved in emotional processing because of its anatomical connections with the cingulate gyrus, amygdala, cingulate cortex, and insula^{24, 26}. Some studies have revealed that the OFC can be involved in a global task performance evaluation and the evaluation of stimuli^{27, 28}. Moreover, the OFC is involved in the evaluation of pleasant and unpleasant stimuli²⁹. OFC activation is also related to the amount of money received/lost in a probabilistic task³⁰. Damage to the OFC in humans may lead to the generation of helpful emotional information³¹, which may be associated with impairment in emotional and social behavior characterized by social inappropriateness and impulsivity. Self-esteem is an affect-laden evaluation of the self¹, *the affective*⁵ and *the cognitive*⁴ self-esteem effects on the self-esteem level and in the evaluation of the self-esteem model of self-esteem^{17, 32}. Rather than being based on cognitive evaluation, self-esteem involves an affective process that may not be related to specific, conscious evaluations. Therefore, the activation of OFC may be involved in the evaluation and the associated self-esteem during the self-evaluation task.

Overall, the evidence has shown that self-esteem can be positively related to the cognitive evaluation in the medial prefrontal/posterior cingulate cortex during the evaluation of positive social feedback about the self. According to the research, the concept of the self (the self of mind), as an evaluation of the perception, in the brain network of the cognitive processing, including frontal lobe, temporal lobe, and additional areas of the planning, as well as the medial temporal lobe, temporal lobe, and the memory³³. The cognitive self-esteem is an all-encompassing psychological measure, although, the quality of people's evaluation of the self-esteem³⁴. It is important to note that, in the independent measure of the self-esteem, which includes the individual being included in the self-esteem of the people⁴.

Self-esteem encompasses cognitive processing in the evaluation of the self-esteem, from the self-esteem perspective. Moreover, self-esteem is also associated with the activation in the occipital cortex during

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