Brown Bag Lunchtime Seminar
(Theme: Cognition and Neuroscience)

Social Norms Conformity from Memory Perspective

12:30 p.m. – 1:30 p.m. | November 19, 2021 (Friday)
Rm 813, 8/F, The Jockey Club Tower | Centennial Campus | The University of Hong Kong

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Abstract

People tend to follow social norms. While a large amount of related research on the compliance of the norms has adopted the social learning method, little is known about the role of memory in the learning process. Study 1 combined a novel social learning paradigm with electroencephalogram (EEG) recording brainwaves to explore how the forgotten vs. remembered norms differ in conformity after seven days. Study 2 further explored whether targeted memory reactivation (TMR) during sleep could facilitate social norms learning via memory consolidation.

About the speaker

Danni is a third-year Ph.D. candidate supervised by Dr. Xiaoqing Hu. She studies social cognitive neuroscience and sleep. She currently focuses on social knowledge and attitude updating via social learning, cognitive control, and sleep.

Zoom (For participants who couldn’t attend the Seminar in person)

https://hku.zoom.us/j/3951550048?pwd=SncvL3RYakEyeupL29ydDJEd1Ewdz09
Meeting ID: 395 155 0048 | Password: psyc

~All are Welcome~

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