

# Conclusion

The current results indicate that the two parts of the reward system (the right NAc and the PCC) respond to verbal praises when the receiver puts trust in the contents of the feedback. These regions, especially the PCC, potentially reflect the value of sincere evaluation of oneself by others, not responding to the superficial meaning of the praise words.

Flattery words, which are not based on the receiver's performance or status, are not likely to activate the reward system as much as sincere praise. In essence, this indicates that they are not processed as positively as sincere reward.

In general, words with superficial meaning cannot have profound meaning at the same time. The current results indicate that the superficiality of the feedback is indeed associated with different degrees of brain activations.

Although the present study only focused on the particular words for praises/feedbacks, the superficiality of words or other social (even non-verbal) expressions, in general, may also be processed in the same parts of the reward system. Further study is needed to elucidate the role of these regions during sincere and flattery social communications.

- Flattery does not work as sincere praise in our brain.
- Flattery does not activate our reward system as much as sincere words.



“The Emperor was vexed, for he knew that the people were right”

The Emperor's New Clothes ; a fairy tale by Andersen

Please give me your “sincere” opinion about this study.