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THE EFFECTS OF THE FEEDBACK THROUGH THE “LIKE” FEATURE ON BRAIN ACTIVITY: A SYSTEMATIC REVIEW

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INTRODUCCIÓN: The excessive use of social media platforms (SM) is a growing concern, especially in more vulnerable populations. Tied to its usage is the need for social rewards, and the “like” feature is shown to activate various brain circuits related to reward processing and continued SM usage.

OBJETIVOS: To assess the effects of the feedback through the “like” feature on brain activity, using electroencephalogram (EEG) and functional magnetic resonance imaging (fMRI).

METODOLOGÍA: The review followed the recommendations of the Preferred Reporting Items for Systematic Reviews and Meta-Analysis Protocols (PRISMA).

RESULTADOS: A total of 19 articles were included in the final review, comprising 817 participants. When it comes to processing social rewards, several structures related to reward processing and decision making were identified. Differentiated brain activity for positive and negative feedback was also found, where the activation of the nucleus accumbens to positive feedback is associated with higher intensity of SM use. For negative feedback there is a pronounced activation of pre-frontal areas. When giving a “like”, structures associated with social cognition are activated, although participants report that giving a “like” is a visceral reaction. For expectancy violation, structures like the amygdala, striatum, ventromedial prefrontal cortex (vmPFC), and hippocampus are shown to be sensitive, and employed in processing social rewards and contextual memory. Several characteristics influence brain activation to “likes”, such as gender, personality, and how the person giving the “like” is perceived by the one receiving.

CONCLUSIÓN: Results despite not being contradictory, are not clear about the brain structures that are involved in the various actions related with SM. To understand these disparities, neuroimaging studies should consider variables that might influence reward processing. Addressing these issues would be important to better understand the neurophysiological correlates of SM use.

PALABRAS CLAVE: SOCIAL MEDIA, REWARD PROCESSING, NEUROPHYSIOLOGICAL, SYSTEMATIC REVIEW.