

Figure 1. Experimental procedure (top) and experimental conditions (bottom) used in the fMRI study. The conditions 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 oxygenation level-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 (Brain Innovation, Netherlands). Functional contrast was aligned to the individual anatomical head motion, and corrected for each participant's anatomical data. Functional data were then normalized into standard stereotaxic 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 implemented using the general linear model and employing a canonical hemodynamic response function convolved with the hemodynamic delay. Fixed effects analysis was performed on the model estimates for each voxel and compared regionally using a general linear model with a global analysis. General analysis was then conducted using a random-effects model to enable population inference. Inference of statistical significance was conducted at the $p < 0.005$, in region encompassing a least 20 voxels²⁰.

Model fitting and data analysis. Brain activation was analyzed in the evaluation of one's own self and the evaluation of others (EPS + ENS) and (EPC + ENC). The contrast of (EPS + EPC) and (ENS + ENC) was calculated to determine brain regions involved in the evaluation of one's self. Moreover, to identify the participants' self-esteem modulation and the brain activation related to the evaluation of one's self, self-esteem condition was defined from the RSEQ ionnaire score and a regression model was fitted to the brain activation data to determine the contrast of (EPS + ENS) and (EPC + ENC) or (EPS + EPC) and (ENS + ENC), respectively.

Finally, brain activation related to participants' self-devaluation was implemented by comparing the rating of each self-adjective on a 4-point scale (1 = strongly disagree, 4 = strongly agree). Brain activation was analyzed using a general linear model with a global analysis of the self-esteem contrast. The contrast of (EPS + ENS) and (EPC + ENC) or (EPS + EPC) and (ENS + ENC) was conducted to determine brain activation related to the self-devaluation of the self, respectively. Moreover, to identify the people's self-esteem modulation and the brain activation related to the

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 e g e o in a hole b ain e g e 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 f e e d b a c 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 e g e 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 e g e 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 e g e 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 e g e 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

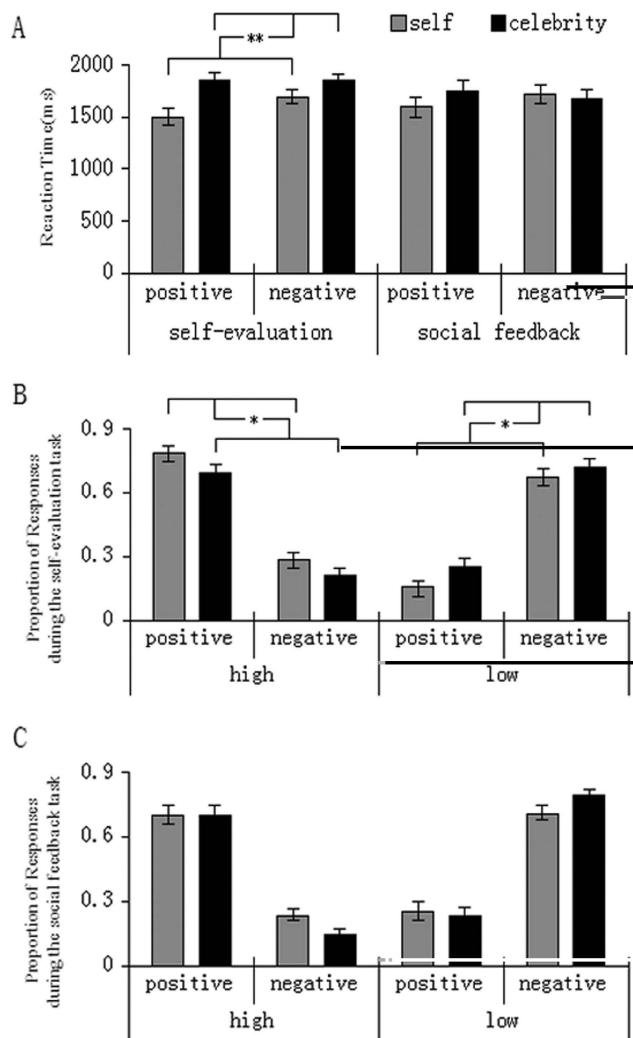


Figure 2. Participants’ reaction times (A), proportion of responses during the self-evaluation task (B) and proportion of responses during the social feedback task (C).

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
(EPS > EPC) > (ENS > ENC)	posterior temporal g	22	L	-58	-51	20	144	0.68
	middle occipital g	19	L	-27	-93	22	39	0.67
	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, $t = 4.42$, $p = .000035$) and middle occipital g (23/-94/9, $t = 4.28$, $p = .000034$) (Table 2). However, people’s self-esteem did not correlate with the neural activity related to social feedback on one self.

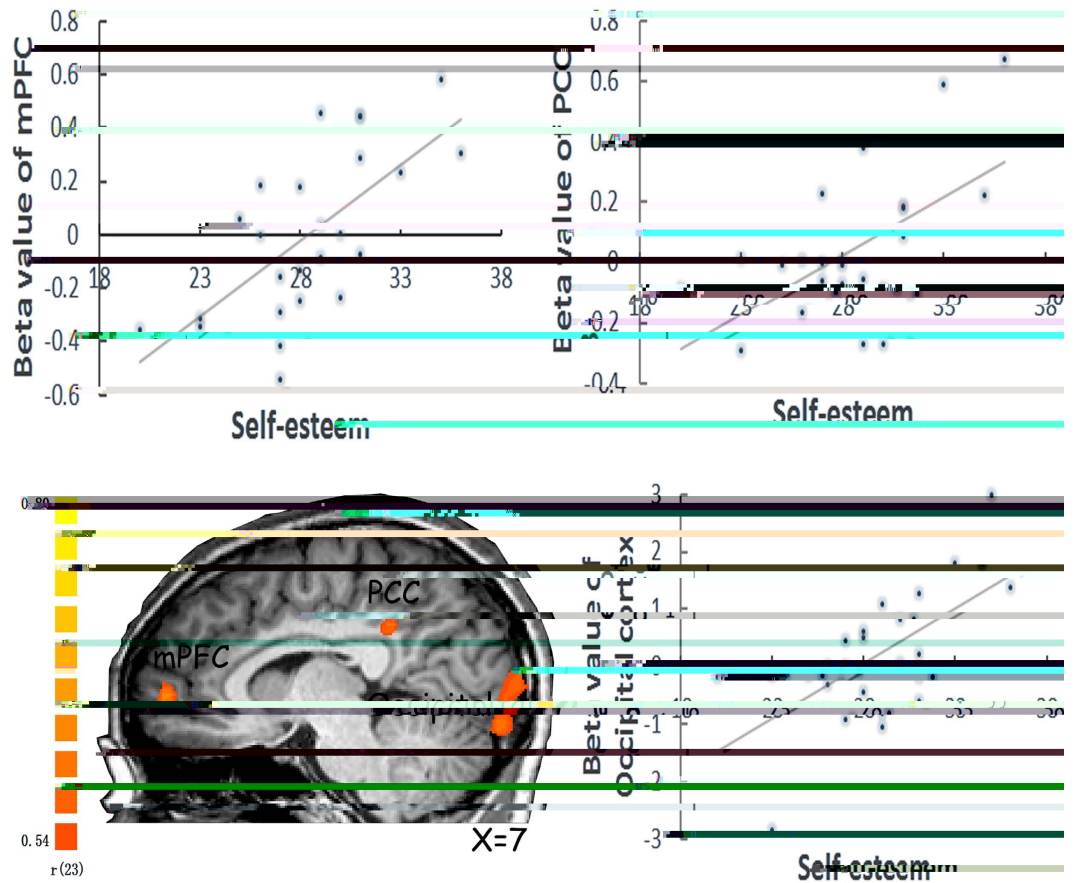


Figure 4. Prediction of self-esteem by attitude-related neural activity showed significant activations in the medial prefrontal cortex (mPFC), PCC and occipital cortex in responses to evaluation of positive social feedback to the self compared to the celebrity ($X=7$).

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 England, 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 gyrus, and insula^{24, 26}. Some studies have revealed that the OFC can be involved in a global task performance evaluation and the activation of the OFC is related to the hedonic OFC activation during cognitive processing, which then elicits pleasure and painful choices²⁹. OFC activation is also related to the amount of money received/lost in a probabilistic social interaction³⁰. Damage to the OFC in humans may reduce 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 self and a self-concept, and a self-concept 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 self-evaluations. Therefore, the activation of OFC may be involved in affective processing and associated with people's self-esteem during self-evaluation.

Overall, the evidence has shown that self-esteem can be positively related to the cognitive evaluation of activation in the medial prefrontal/posterior cingulate cortex during evaluation of positive social feedback about the self. According to the theory of self-concept (theory of mind), a self-evaluation of self-perception, in the brain network of cognitive processing, including frontal lobe, temporal lobe, and additional areas of planning, and the medial temporal lobe, temporal lobe, and hippocampus³³. The self-concept is a psychological measure, and the quality of people's self-perception is related to the self³⁴. In addition, the self-concept is independent of the degree to which the individual is being included or excluded from the self.

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

References

- Jame , W. *e c e f c h g* . Vol. 1 (Hen Hol , 1890).
- Lea , M. . Ma ing en e of elf-E eem. *C e D e c P c h g c a S c e c e* **8**, 32–35 (1999).
- MacDonald, G., Sal man, J. L. & Lea , M. . Social app o al and ai elf-e eem. *J a f e e a c h P e a* **37**, 23–40 (2003).
- Lea , M. ., Tambo , E. S., Te dal, S. . & Do n , D. L. Self-E eem a an In e pe onal Moni o : e Sociome e H po he i . *J a f e a a d c a c h g* **68**, 518–530 (1995).
- Lea , M. . & Ba mei e , . F e na e and f nc ion of elf-e eem: Sociome e heo . *A d a c e E e e a S c a P c h g* **32**, 1–62 (2000).
- Ma lo , A. *M a a d P e a* . (Ha pe and o , 1987).
- o enbe g, M. *S c e a d h e a d e c e e f a g e*. (P ince on Uni e i P e , 1965).
- Yang, J., Dedo ic, ., Chen, W. & Zhang, Q. Self-e eem mod la e do al an e io cing la e co ical e pon e in elf-efe enial p oce ing. *N e c h g a* **50**, 1267–1270, doi: 10.1016/j.ne op chologia.2012.02.010 (2012).
- Ei enbe ge , N. I., Inaga i, T. ., M ca ell, . A., B ne Hal om, . E. & Lea , M. . e ne al ocio me e : b ain mechani m nde l ing a e elf-e eem. *J a f c g e e c e c e* **23**, 3448–3455, doi: 10.1162/jocn_a_00027 (2011).
- Yang, J., Dedo ic, ., G an, L., Chen, Y. & Qi, M. Self-e eem mod la e do al medial p ef on al co ical e pon e o elf-po i i bia in implici elf- ele an p oce ing. *S c a c g e a d a e c e e c e c e*, doi: 10.1093/ can/n 181 (2014).
- F e en, P. A., L ndbe g, E., B im on- ebe ge, M. & ebe ge, J. Ne oimaging elf-e eem: a fM I d of indi id al di e ence in omen. *S c a c g e a d a e c e e c e c e* **8**, 546–555, doi: 10.1093/ can/n 032 (2013).
- Mo an, J. M., Mac ae, C. N., Hea he on, T. F., W land, C. L. & elle , W. M. Ne oana omical e idence fo di inc cog ni e and a e c i e componen of elf. *J a f c g e e c e c e* **18**, 1586–1594, doi: 10.1162/jocn.2006.18.9.1586 (2006).
- Han, S. e a. A c l al ne o cience app oach o he bio ocial na e of he h man b ain. *A a e e f c h g* **64**, 335–359, doi: 10.1146/ann e -p ch-071112-054629 (2013).
- Han, S. & No ho , G. C l e- en i i e ne al b a e of h man cog ni ion: a an c l al ne oimaging app oach. *N a e e e . N e c e c e* **9**, 646–654, doi: 10.1038/n n2456 (2008).
- Ba mei e , . F., Campbell, J. D., ege , J. I. & Voh , . D. Doe High Self-E eem Ca e Be e Pe fo mance, In e pe onal S cce , Happe ne , o Heal hie Life le ? *P c h g c a c e c e h e b c e e : a a f h e A e c a P c h g c a S c e* **4**, 1–44, doi: 10.1111/1529-1006.01431 (2003).
- B o n, J. D. *e e f*. (P cholog P e , 2007).
- B o n, J. D. *S e f- e e a d e f- e a a : F e e g b e e g*. Vol. 4 (E lba m, 1993).
- Zeigle -Hill, V. *S e f- e e* . (P cholog P e , 2013).
- H ang, X. & Zhang, S. De i abili , meaningf lne and familia i a ing of 562 pe onali - ai adjec i e . *P c h g c a S c e c e (C h e e)* **5**, 17–22 (1992).
- Liebe man, M. D. & C nningham, W. A. T pe I and T pe II e o conce n in fM I e ea ch: e-balancing he cale. *S c a c g e a d a e c e e c e c e* **4**, 423–428, doi: 10.1093/ can/n p052 (2009).
- Na han, P. E. *O f d h a d b f P e P c h g* . (O fo d Uni e i P e , 2009).
- Ne man, B. M. & Ne man, P. *D e e e g h L f e : A P c h c a A a c h* ., (Do e , 1975).
- Smi h, E. . & Mac ie, D. M. *S c a P c h g* . (P cholog P e , 2007).
- ingelbach, M. L. e h man o bi of on al co e : lin ing e a d o hedonic e pe ience. *N a e e e . N e c e c e* **6**, 691–702, doi: 10.1038/n n1747 (2005).
- Na a, W. J. e p oblem of he f on al lobe: a ein e p e a ion. *J a f c h a c e e a c h* **8**, 167–187 (1971).
- oll , E. T. *e B a a d E* . (O fo d Uni e i P e , 1999).
- Be idge, . C. & ingelbach, M. L. A

47. Va i e, S. Who no ha abo ape on? e elf-o he no ledge a mme (SO A) model. *J a f e a a d c a ch g* **98**, 281–300, doi: 10.1037/a0017908 (2010).
48. Va i e, S. & Ca l on, E. N. Self- no ledge of Pe onali : Do people ono hem el e ? *S c a a d Pe a P c h g C a* **4/8**, 605–620 (2010).

Acknowledgements

A ho o ld like o hank D . Ka a ina Dedo ic fo p oof eading of he man c ip . Thi e ea ch a ppo ed in pa b he H mani and Social Science Fo nda ion of Mini of Ed ca ion of China (15XJC190002) and he Social Science Fo nda ion P ojec of CQ (2015QNSH13) o J.Y. and Na ional Na al Science Fo nda ion of China g an (31421003, 31470986, and 91332125) o S.H.

Author Contributions

J.Y. and S.H. de igned he d . X.X. and Y.C. collec ed he da a. J.Y., Z.S. and S.H. o e he pape . All a ho e ie ed he man c ip .