



'Our popularity even affects our DNA, our health, and our mortality in fascinating ways we never previously realised.'

“????????????????????????????????????DNA?????????????”

It's during our teenage years that we stop thinking like children and start to form our awareness of what other people think of us.

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The memories we make can 'prejudice' what we do later on in life and how we see and think.

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This is what psychologists call 'social information processing'.

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The theory is that our reactions to social situations are automatic decisions that happen immediately within seconds of an interaction.

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Studies show that a key part of the brain which is activated during a social interaction is the ventral striatum.

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This is a hub in our brain's reward centre which plays a major role in making us feel good.

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