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**Social value orientation modulates context-based social comparison
preference in the outcome evaluation: An ERP study**

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Abstract

Social value orientation (SVO) is a personality trait that is closely associated with social comparison preference. However, little is known about how the different types of SVO (i.e., proself vs. prosocial) modulate the behaviour and neural underpinnings of its interaction with social context. In the present study, we examined electrophysiological correlates captured when individuals with different SVOs engaged in a gambling game with two other players (a socially disliking player, person A, vs. a socially liking player, person B). Three main findings are reported in our study, 1) Social comparison effects were manifested in feedback-related negativity (FRN) (the most negative FRN was expressed in the large difference condition, and the least negative FRN was expressed in the even condition), and this effect was modulated by both the win/loss context and SVO. That is, in a self-win context, FRN exhibited a social comparison effect for both prosocials and proselfs. In

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