Web Appendix

Neural correlates associated with susceptibility to group opinions in online word-of-mouth recommendations

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Regions of Interest
Table S1. Center coordinates for meta-analytic regions of interest.

ROI	Center		
	x	y	z
Anterior Insula (R)	26	19	-10
(L)	-26	19	-10
Dorsal Anterior Cingulate	4	16	34
Dorsal Medial Prefrontal Cortex	8	26	42
Precuneus/Posterior Cingluate	0	-42	33
Ventral Striatum (L)	-8	10	-7
(R)	10	18	-8

Self-report data

Overall, self-report measures that examine one's susceptibility to peer influence were not found to be significant predictors of actual susceptibility to influence in this context, $p > .05$. More specifically the zero order correlations between susceptibility to peer pressure (SPP; Dielman, Campanelli, Shope, & Butchart, 1987; Simons-Morton et al., 2012) and resistance to peer influence (RPI; Steinberg & Monahan, 2007) the percent of time someone updated their recommendation in the face of group feedback that was different from one's own ($t(67) = .038$, $r = .047$, $p = .704$; $t(67) = -1.57$, $r = -.188$, $p = .121$ respectively).

Resistance to peer influence. Scale items for RPI are described as follows: "For each question, decide which sort of person you are most like — the one described on the right or the one described on the left. Then decide if that is "sort of true" or "really true" for you, and mark that choice." Example comparisons include: *Some people go along with their friends just to keep their friends happy (left statement). BUT other people refuse to go along with what their friends want to do, even though they know it will make their friends unhappy (right statement).*

Susceptibility to peer pressure. The SPP scale includes 11 questions asking participants to indicate how willing they would be to engage in a range of behaviors. Example questions include: i) *If a friend had been drinking and wants to drive you home after a party, would you go with him? ;* ii) *If you're at a party where your friends are drinking, would you feel left out if you weren't drinking?* Response options included: no, probably not, probably, yes.

Additional whole brain contrasts

Table S2a. Whole brain results for the contrast gHIGHER > gLOWER, uncorrected $p = .001$, $K > 5$.

Region	x	y	z	K	t
Thalamus	5	-5	16	13	3.45

Table S2b. Whole brain results for the contrast gLOWER > gHIGHER, uncorrected $p = .001$, $K > 5$.

Region	x	y	z	K	t
Middle Temporal Gyrus	53	2	-23	7	3.4
Ventral Lateral Prefrontal Cortex	-50	32	-8	30	4.38
Angular Gyrus	49	-50	40	109	4.23
Cerebelumn	18	-78	-38	26	4.1
Occipital Lobe	5	-88	-8	7	3.38

Table S3a. Whole brain results for the contrast gHIGHER_bCHANGE > gLOWER_bCHANGE, uncorrected $p = .001$, $K > 5$.

Region	x	y	z	K	t
Postcentral Gyrus	-37	-26	52	147	4.89
Inferior Parietal Lobe	-30	-54	40	81	5.1
Occipital Lobe	28	-91	-5	109	4.8
	-30	-84	-11	89	4.83
	4	-88	28	242	5.4
	28	-63	40	9	3.66
	-33	-94	10	9	3.78

Table S3b. Whole brain results for the contrast gLOWER_bCHANGE > gHIGHER_bCHANGE, uncorrected *p* = .001, K > 5.

Region	x	y	z	K	t
Insula	28	-26	10	2947	5.88
Ventral Medial Prefrontal Cortex	-5	53	-11	174	4.43
Ventral Lateral Prefrontal Cortex	35	56	-8	22	3.71
	46	46	-8	10	3.45
	-50	35	-14	9	4
Precuneus	-19	-50	16	17	3.72
Superior Temporal Gyrus	-64	-5	10	18	3.97
	-57	12	-2	10	3.82
Middle Temporal Gyrus	-61	-50	-5	57	4.7
	39	-67	1	84	4.73
Inferior Temporal Gyrus	-57	-67	1	20	3.78
	52	32	4	12	3.66
Paracentral Lobe	-2	-33	70	7	3.6
Postcentral Gyrus	28	-40	70	25	4
Amygdala	-33	1	-26	13	4
Inferior Parietal Lobe	-30	-54	40	81	5.1
Occipital Lobe	-50	-81	28	62	4.71
Cerebelumn	32	-74	-44	155	5.12
	-9	-47	-38	6	3.42
Brainstem	-19	-19	-8	8	3.9

Table S4. Whole brain results for the contrast gHIGHER > gSAME, uncorrected *p* = .001, *K* > 5.

Region	x	y	z	K	t
Inferior Temporal Gyrus	59	-16	-32	8	3.65
Cerebelumn	42	-33	-32	8	3.73

*No significant findings were found for the reverse contrast, gSAME > gHIGHER, *p* = .001, *K* > 5.

Table S5. Whole brain results for the contrast gLOWER > gSAME, uncorrected p = .001, K > 5.

Region	x	y	z	K	t
Ventral Medial Prefrontal Cortex	-2	59	-17	78	4.01
Ventral Lateral Prefrontal Cortex	-47	35	-8	10	3.71
	42	25	-20	13	4.12
Caudate	1	-2	13	31	3.93
	14	1	22	13	3.74
Posterior Cingluate	-2	-32	10	31	3.6
Precuneus/Supramarginal Gyrus	35	-53	28	73	4.43
Middle Temporal Gyrus	62	-9	-14	23	3.57
	-54	-29	-11	128	4.24
	66	-46	-8	12	3.63
Inferior Temporal Gyrus	69	-36	-17	7	3.67
	-40	12	-38	32	4.11
Cerebelumn	4	-81	-23	476	4.98
	-19	-91	-35	218	4.55

*No significant findings were found for the reverse contrast, gSAME > gLOWER, p = .001, K > 5.