

The Process of Peer Influence in Adolescence: Where does the Brain Fit In?

B. Bradford Brown

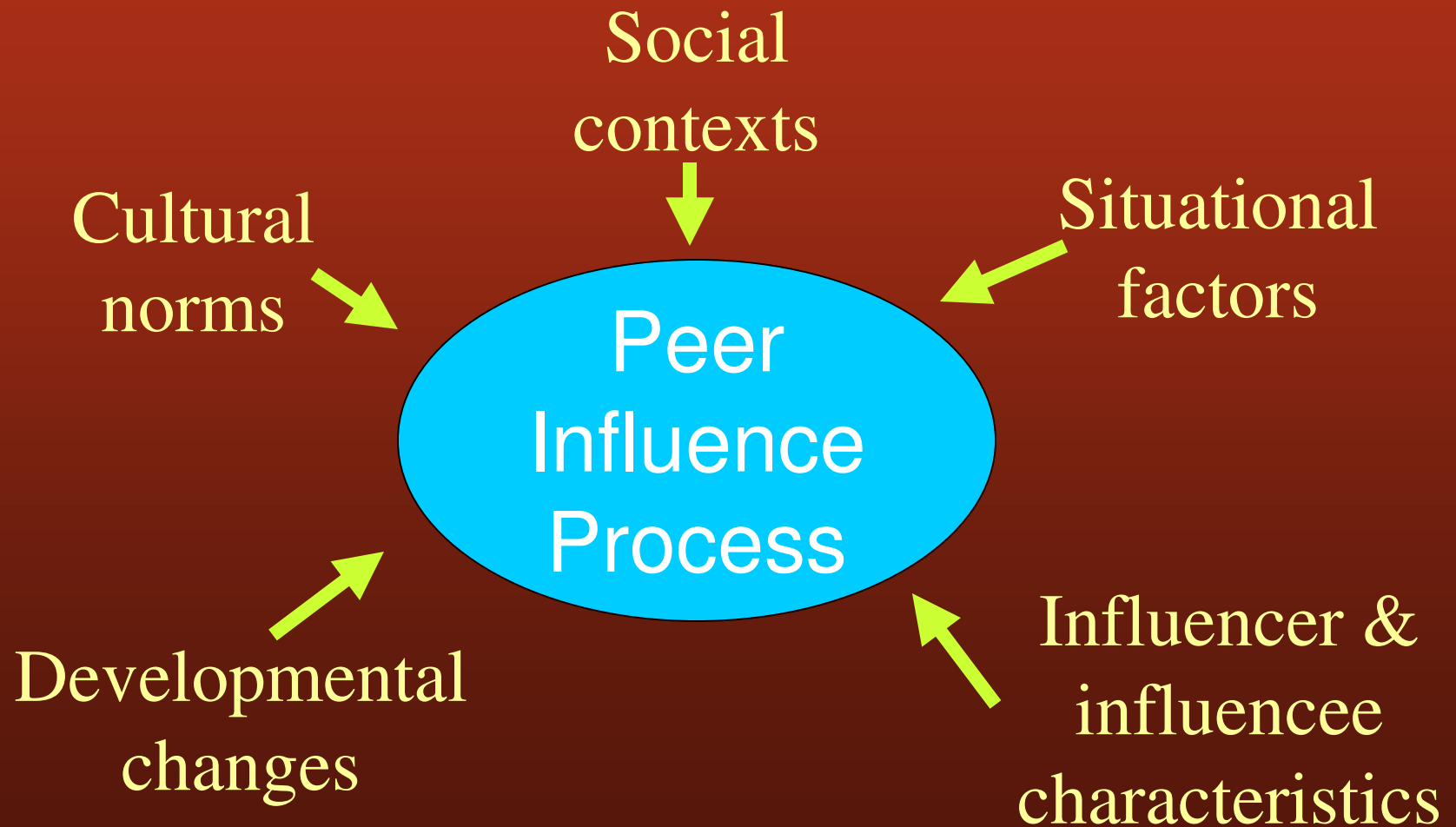
University of Wisconsin-Madison

Seminar on Adolescent Susceptibility to Substance Abuse:

Neural and Social Underpinnings of Reward Behaviors

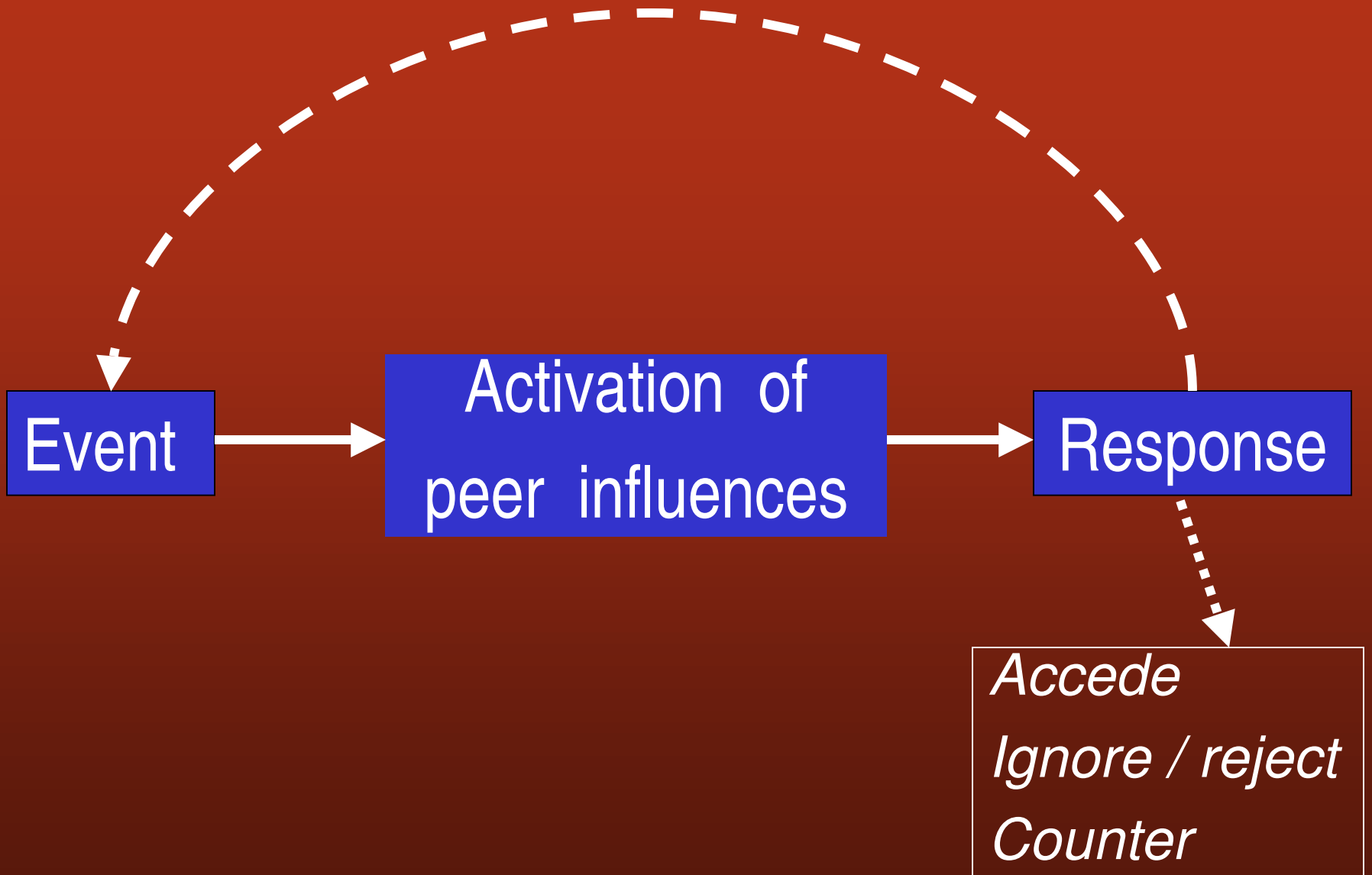
NRC/IOM BCYF, 11/12/07

Key Factors in the Peer Influence Process



Basic Model of Peer Influence

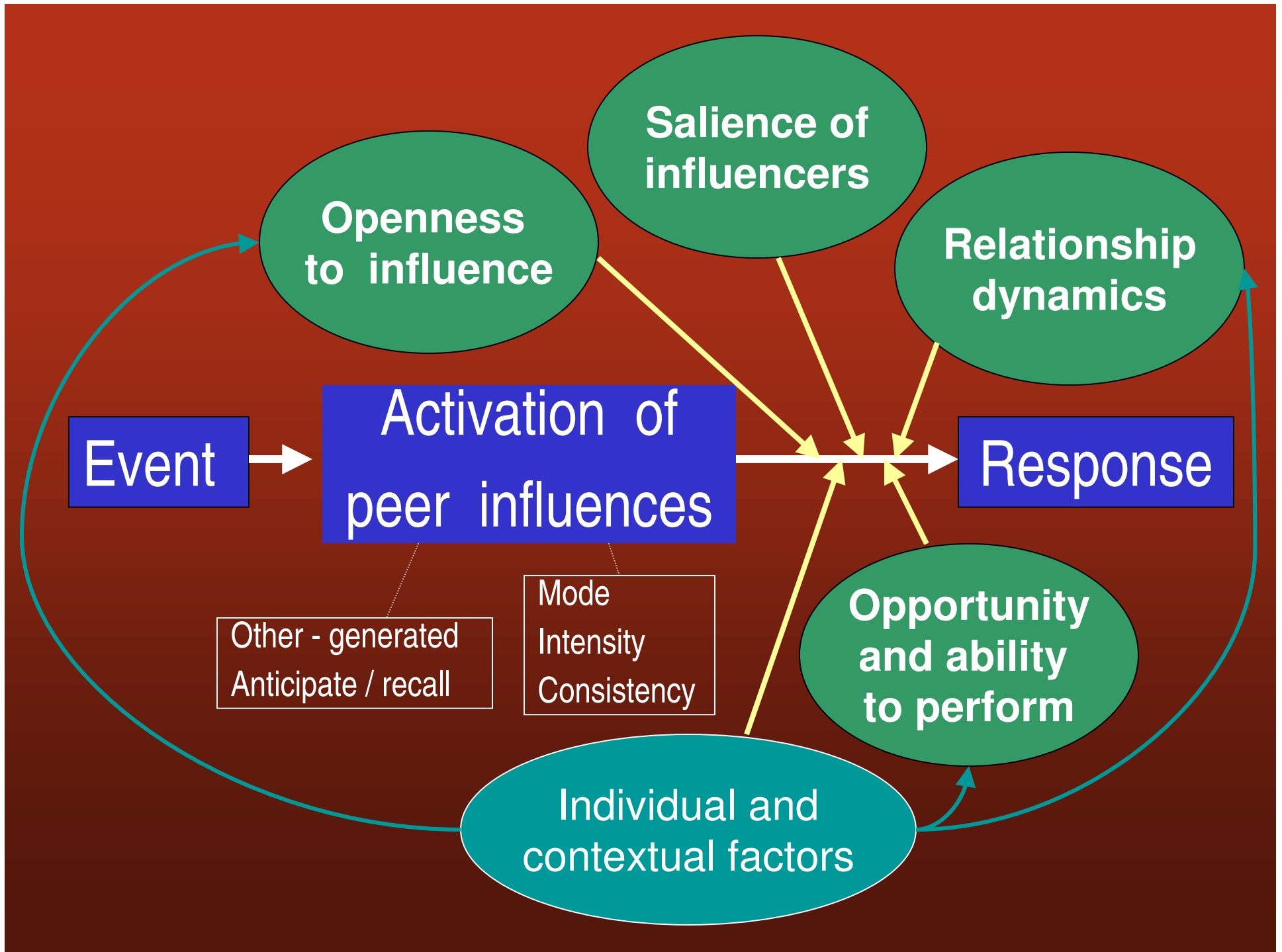




Although peer influence is a reciprocal, bidirectional, episodic process, we will consider just the initial (linear) event of factors affecting peers' efforts to influence an adolescent.

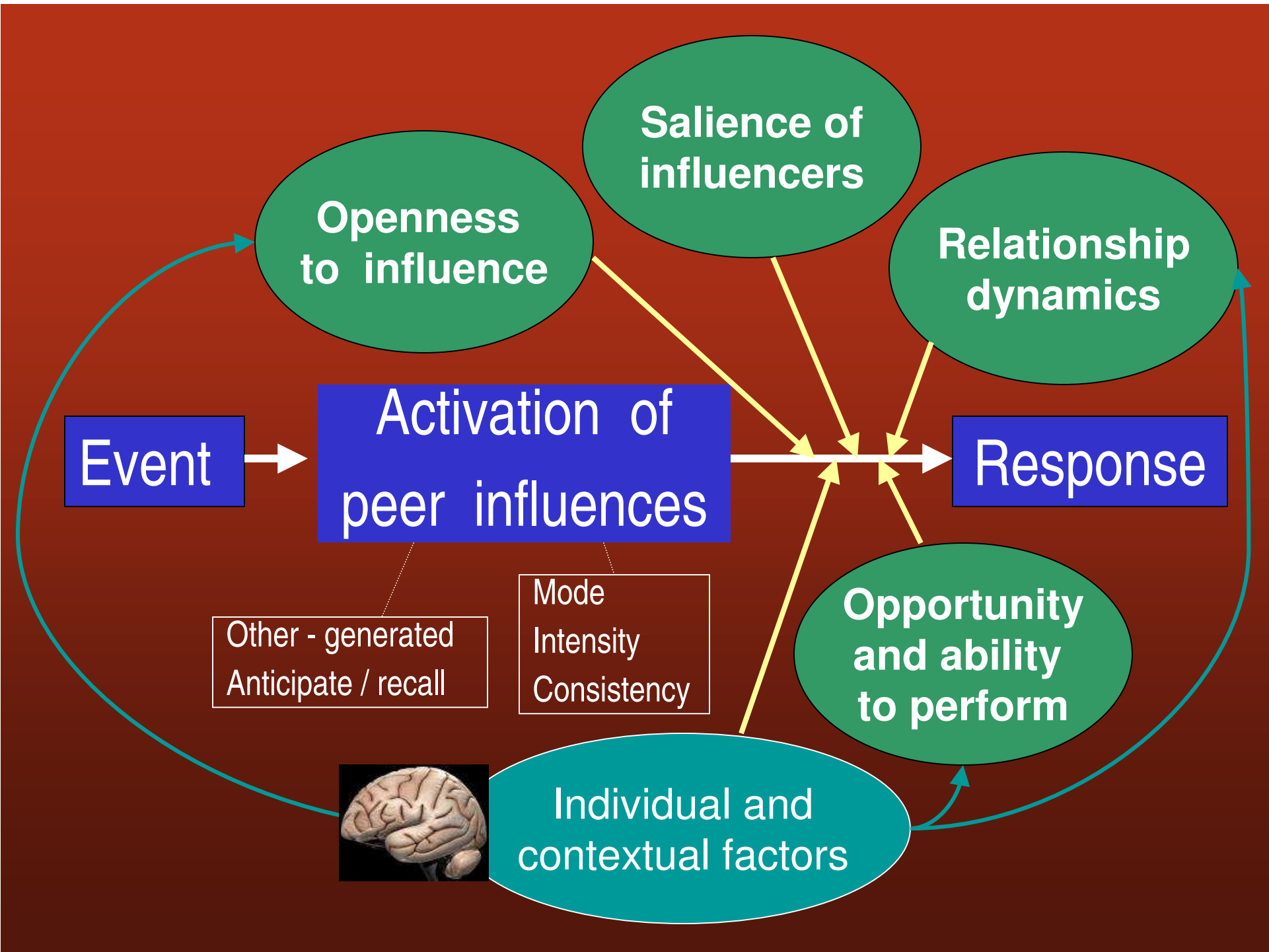
Here is the elaborated model with all moderating factors:

From Brown, B. B. et al. (in press). A comprehensive conceptualization of the peer influence Process in adolescence. In M. Prinstein & K. Dodge (Eds.), *Peer influence processes among Youth*. New York: Guilford.



Now, comes the key question:

Where does brain development and functioning fit into this model?





Openness to influence

Saliency of influencers

Relationship dynamics

Event

Activation of peer influences

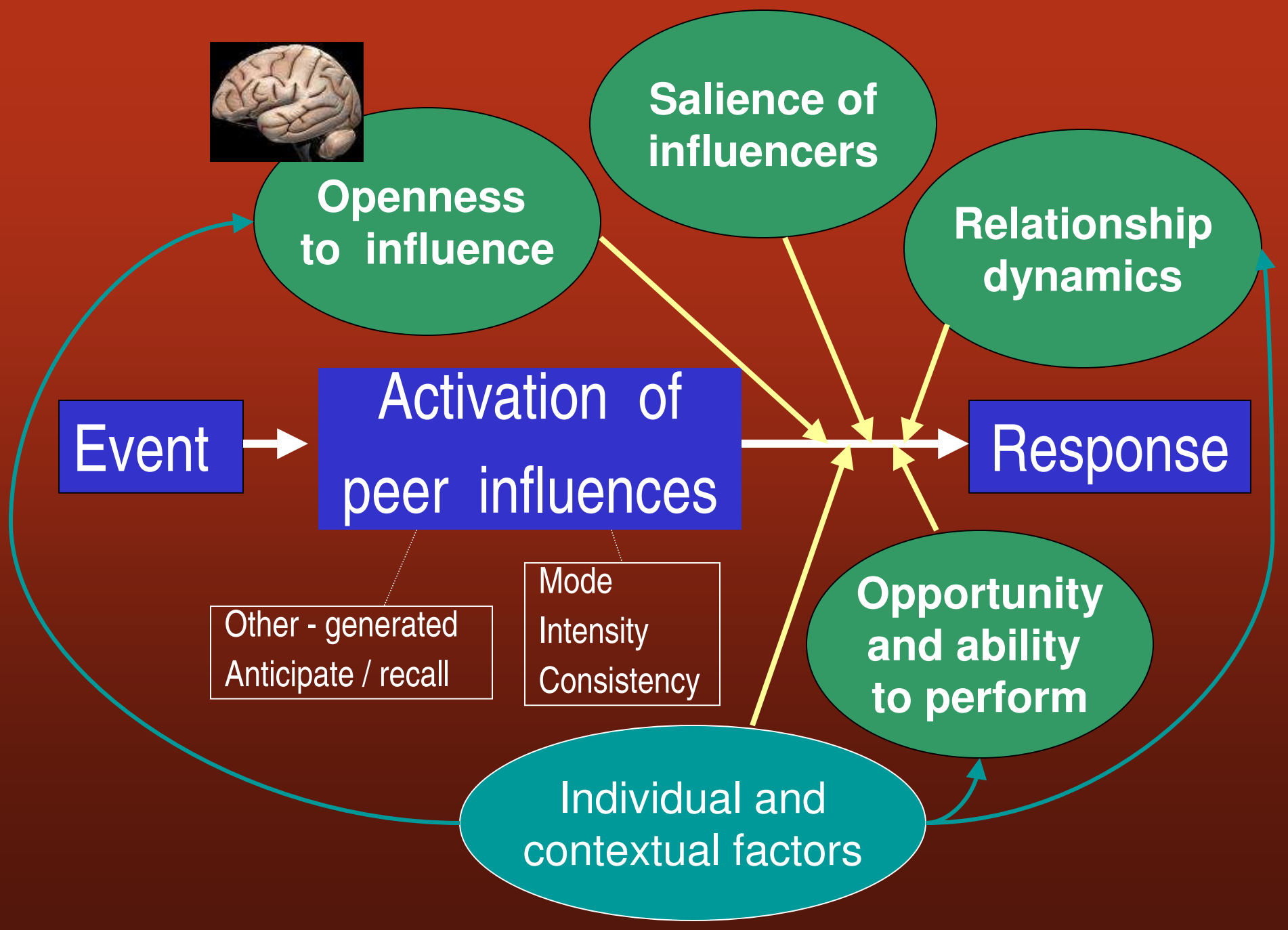
Response

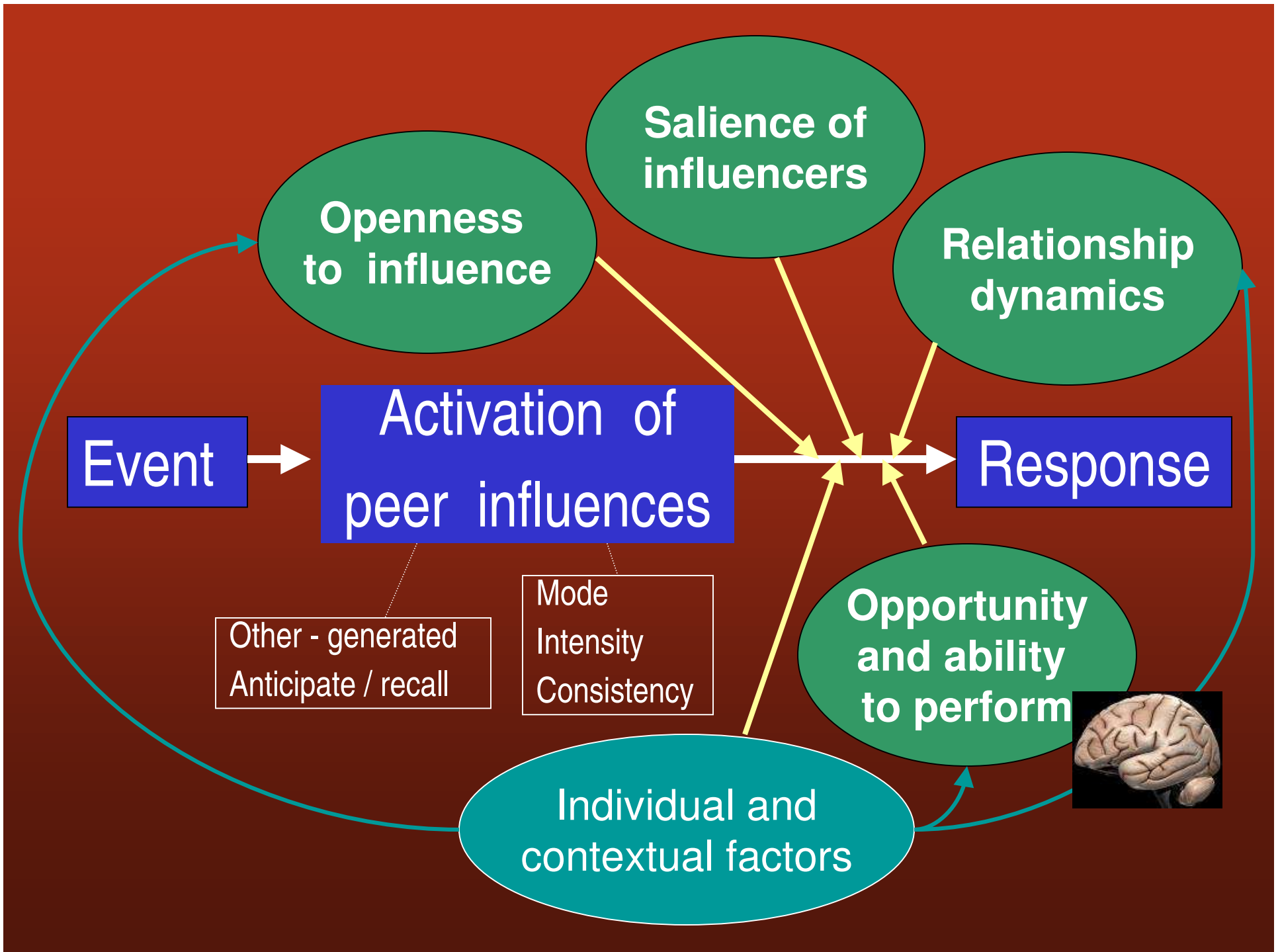
Other - generated
Anticipate / recall

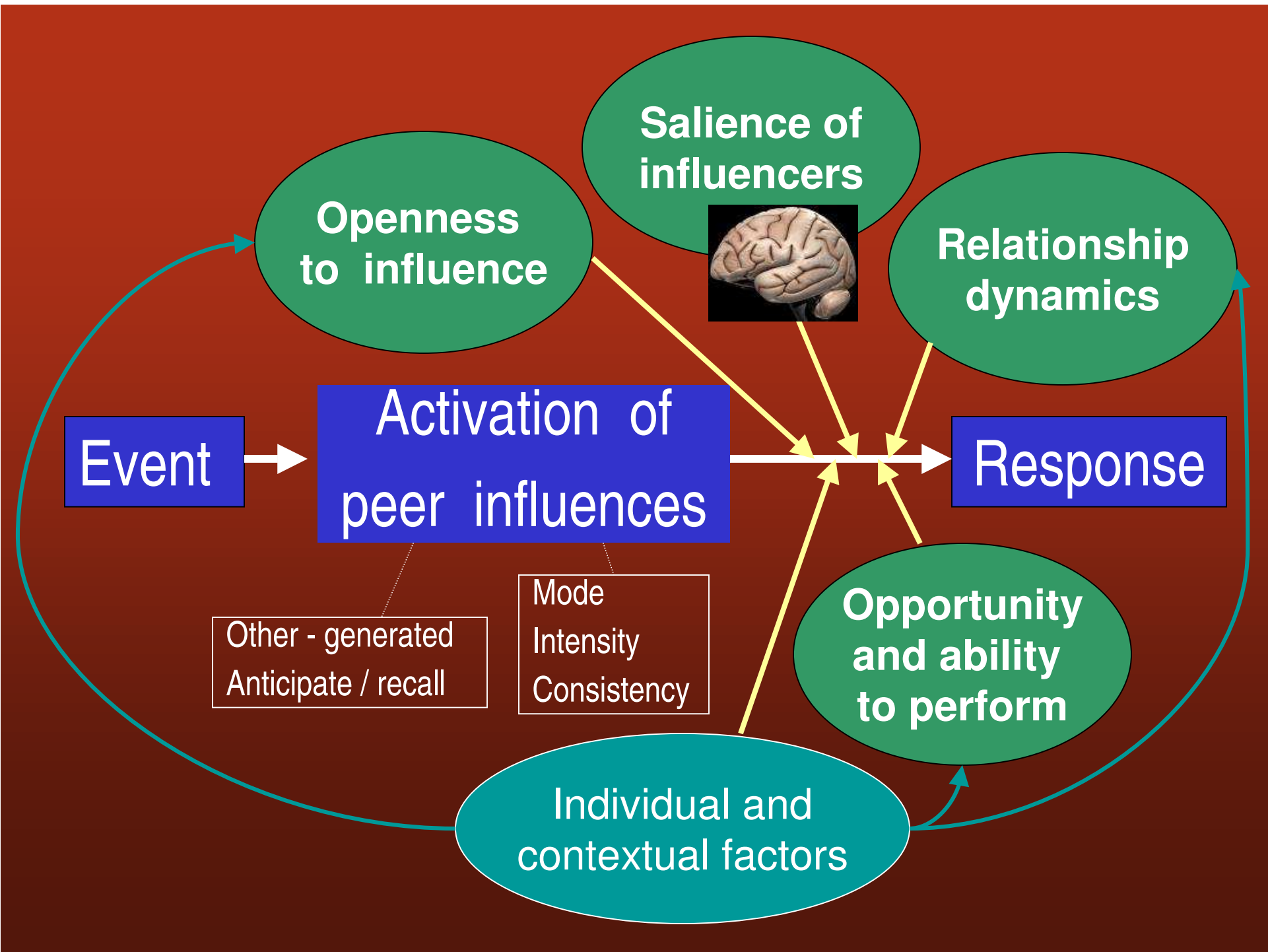
Mode
Intensity
Consistency

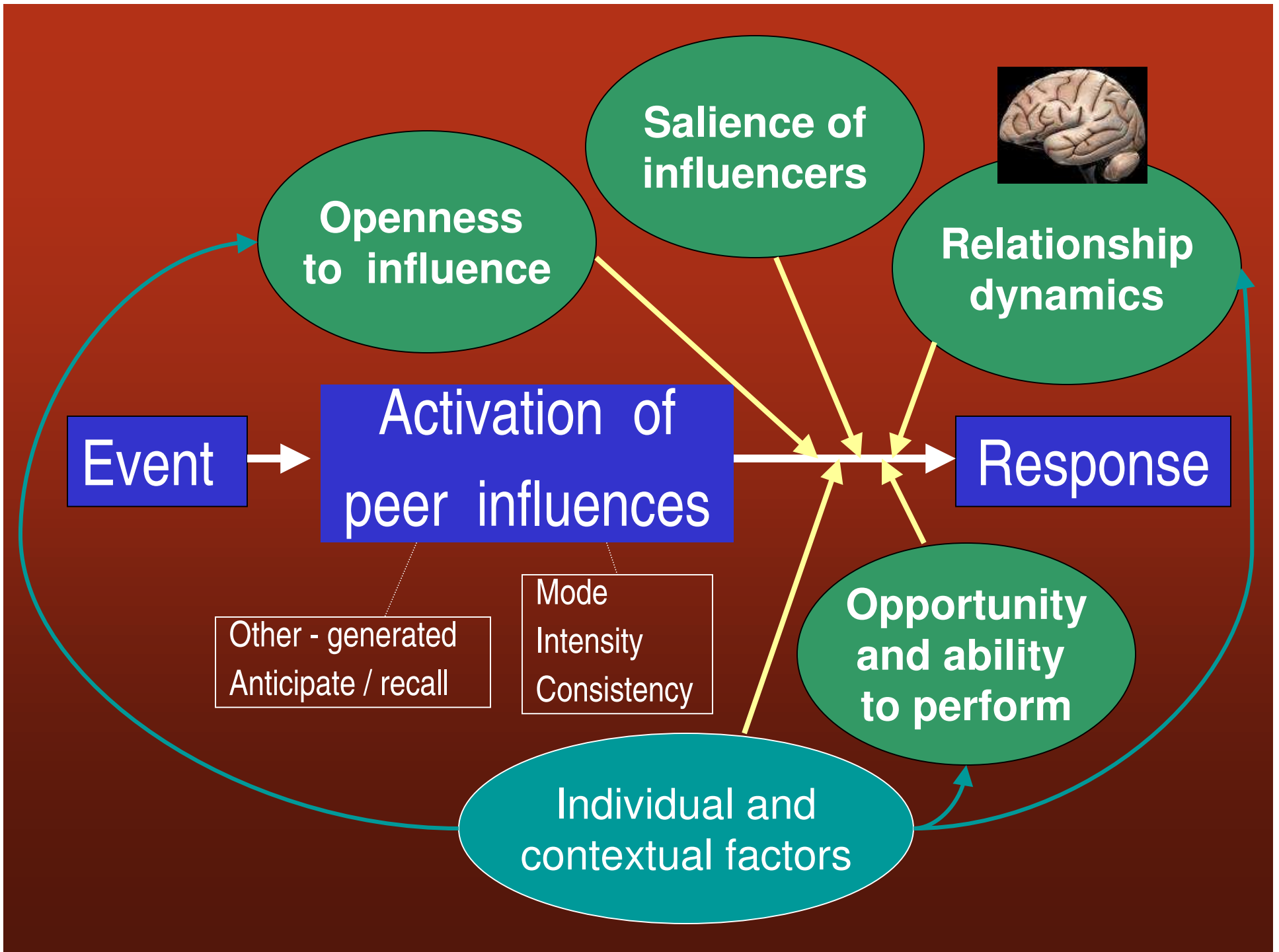
Opportunity and ability to perform

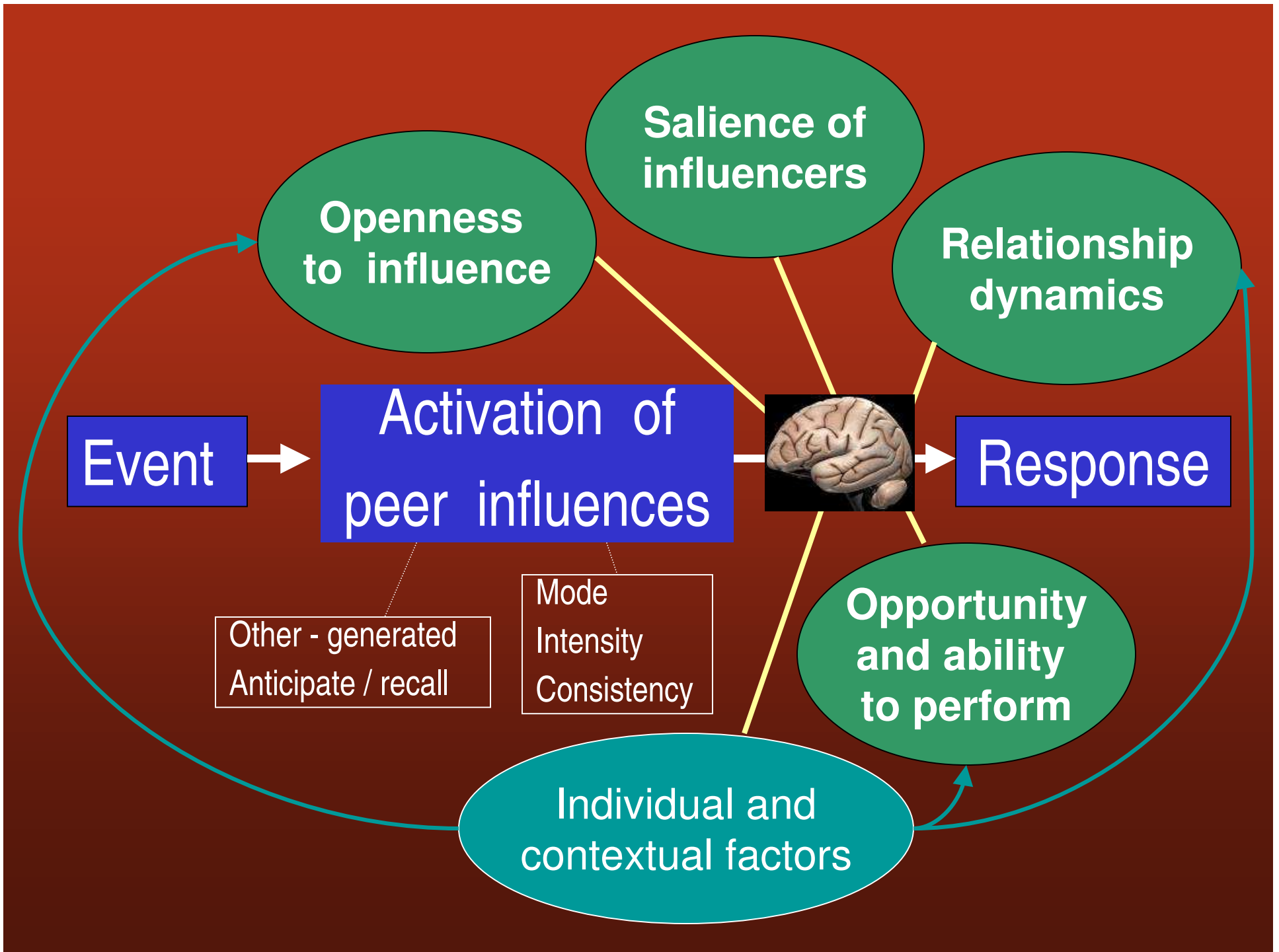
Individual and contextual factors

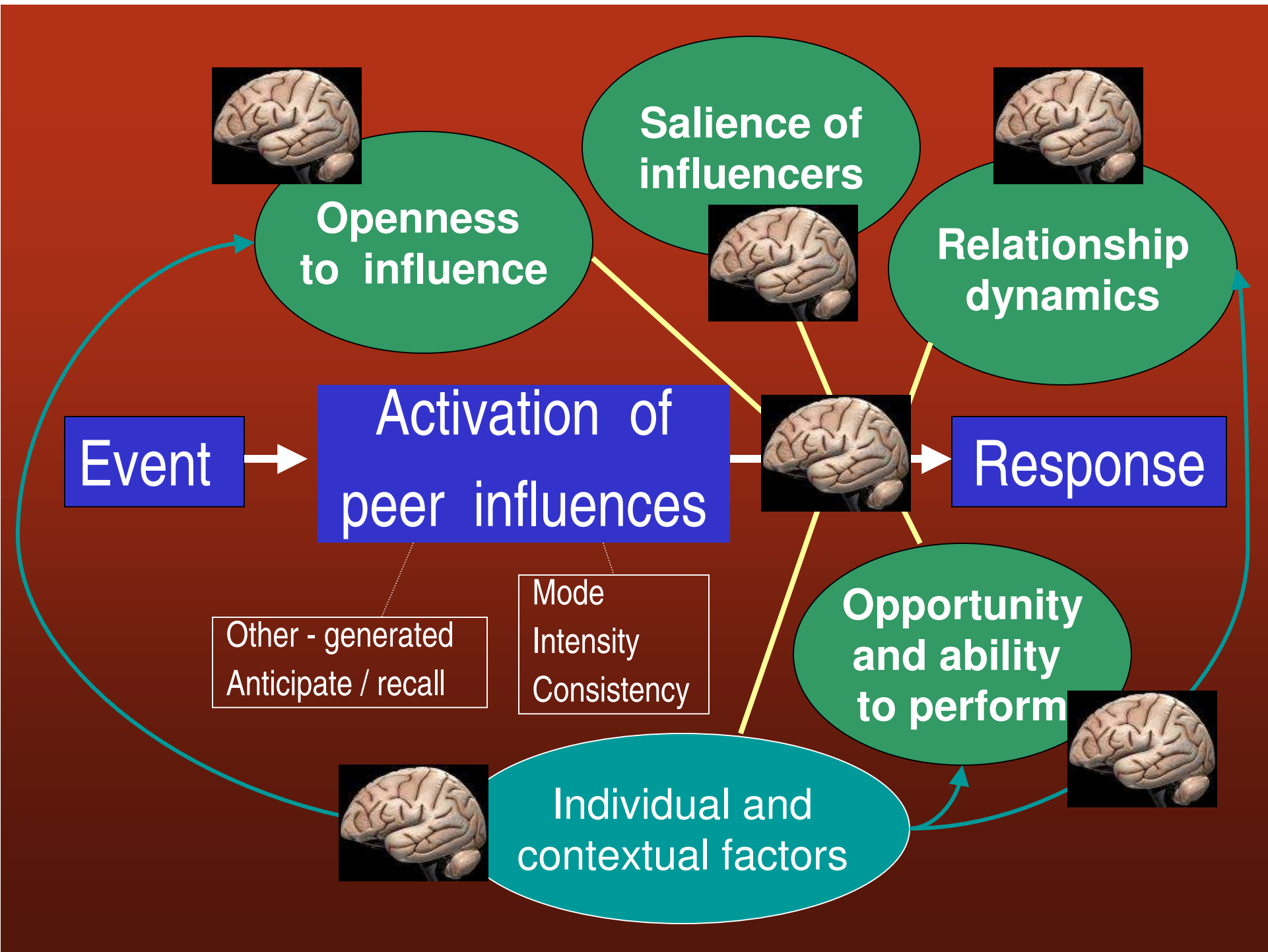












Key issues

- Does neural development influence or is it influenced by these moderators or basic processes?
- Do neural processes help explain the variable salience of model components at different ages?
- For which components of the peer influence process are brain development and functioning most salient?