

Conflict Between the Mind and Body Helps People Think Outside the Box

June 08, 2011

Yahoo Finance:

Think of the old saying, “grin and bear it.” Can forcing a smile really have a positive impact on how people see the world, even to the point of becoming more open-minded? According to new research from the Kellogg School of Management at Northwestern University, the answer is *yes*. The study shows that when bodily expressions are in conflict with one’s actual feelings – such as recalling a happy memory while frowning or listening to sad music while smiling – people become more likely to accept and embrace atypical ideas.

Kellogg researchers Adam Galinsky and Li Huang suggest that this “mind-body dissonance” sends a signal to the brain that something is out of sync and prompts it to break its normal cognitive boundaries.

Read more: [*Yahoo Finance*](#)