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Study on 'Pinocchio Effect': Lying raises nose temperature



By [Katerina Nikolas](#)

Dec 4, 2012 - yesterday in [Science](#)

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[Granada](#) - Spanish researchers studying thermography have confirmed the "Pinnocchio effect" which causes the nose temperature to raise when a

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person lies.

Emilio Gómez Milán and Elvira Salazar López, researchers at the University of Granada Department of Experimental Psychology, have confirmed the "Pinnocchio effect." Although a person's nose does not grow when they lie, its temperature increases.

[Canal UGR](#) reported research based on studying [thermography](#), a technique based on determining body temperature, showed when a person lies they experience "an increase in the temperature around the nose and in the orbital muscle in the inner corner of the eye."

The researchers [explained](#): "When we lie on our feelings, the temperature around our nose raises and a brain element called 'insula' is activated. The insula is a component of the brain reward system, and it only activates when we experience real feelings (called 'qualias'). The insula is involved in the detection and regulation of body temperature. Therefore, there is a strong negative correlation between insula activity and temperature increase: the more active the insule (the greater the feeling) the lower the temperature change, and viceversa."

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