

Schedule:

Monday and Tuesday mornings expert lectures. Lunch 13-14. All afternoons tutored group work. Wednesday to Friday are full project work days including the project presentations on Friday.

Monday

9:30-10 Orientation

10-11:15 Lecture on enactive storytelling. Dr. Pia Tikka, research professor in enactive media and neurocinematics, TLU.

The lecture binds together the storytelling as driving cognitive dynamics of decision making and 'enactive' as unconscious interaction between a person and media. A set of case studies highlight the interdependence of narrative sense-making and personalized media experiences.

Break

11:30-13 Lecture on Psychophysiological methods (t.b.a.)

The lecture lays out the state-of-the-art of neural and psychophysiological methods that allow access to individual experiences. The pros and cons of each method define what can be inferred from the collected data. What type of information one wants to find out, defines the choice of methods, exemplified with case studies.

13–14 Lunch

14-15 Group organization a) forming 3-4 person groups, b) principles of hands-on work, c) presentation of available sensors and other tools by the tutoring bio lab personnel

15–17 Groups discussing and deciding their topic. It can be (a) an imaginary case, (b) re-thinking an on-going work, or (c) re-make of any already published work.

Tuesday:

9:30-10 Group snap-shot presentations (max 5 min)

10-11:15 Lecture on Neuromarketing in practice. Kaidi Reedi, Market Research Manager, Initiative OÜ. The first hand insights to neuromarketing methods used in Estonia, highlighted with case studies. The pros and cons of methods used in real life environments and laboratory settings are discussed, including eye-tracking, valence/arousal measures, electroencephalography (EEG), reaction time measurement and emotional coding surveys.

Break

11:30-13 Lecture on Human Decision making by Heidi Reinson, Senior Consultant, Behavioural Science, Kanta Emor. Short description (to be added).

13-14 Lunch

13-17 Group work cont'd

Wednesday:

9:30-10 Group snap-shot presentations (max 5 min)

10-11:15 Lecture on Engaging storytelling by Erik Bäckman (MA), partner, strategy director, Miltton. How can you engage people with storytelling that conveys your message and involves people in co-creating the story and making it their own? A practical introduction to applying classical storytelling structures and tools in dialogue with your audience.

Break

11:30-13 Group work cont'd

13-14 Lunch

13-17 Group work cont'd

Thursday:

9:30-10 Group snap-shot presentations

10-13 Group work

13-14 Lunch

13-17 Group work cont'd

Friday:

9:30-12 Group presentations and work

12-13 Lunch

13-16 Group presentations and work

16-17 Final take-home messages and feedback

Coffee-breaks included