

Enactive Storytelling in Neuromarketing – Boosting Commercial and Societal Awareness Campaigns with Personalized Experiences

20-24 January 2020

Schedule

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 meaning making in experience design (t.b.c.) Expert from a leading European communication agency talks about personal experiences in concept design. Simple things matter. [to be revised based on lecturer's interests]

13-14 Lunch

13-17 Group work continues

Wednesday

9:30-10 Group snap-shot presentations

10-13 Group work

13-14 Lunch

13-17 Group work continues

Thursday

9:30-10 Group snap-shot presentations

10-13 Group work

13-14 Lunch

13-17 Group work continues

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