



NEUROMARKETING

KONFERENCIJA UNIVERZITETA METROPOLITAN

31. MART 2017. NIŠ

Dobro došli

Tehnologije i istraživanja u neuromarketingu

Jelena Dragičević

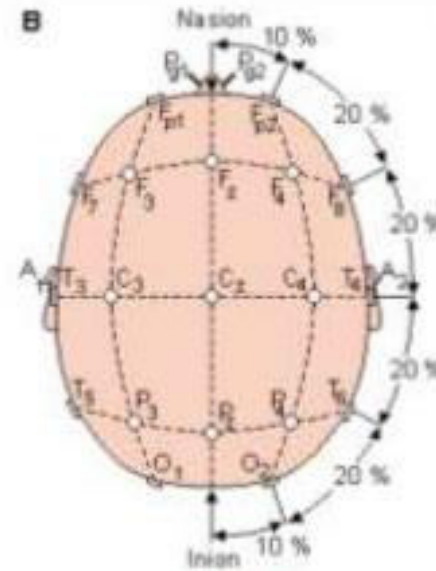
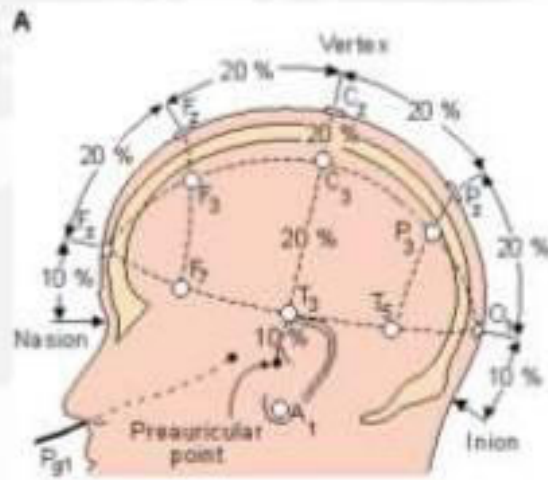
Studentska sekcija za neuronauke, Društvo za neuronauke Srbije

Podela

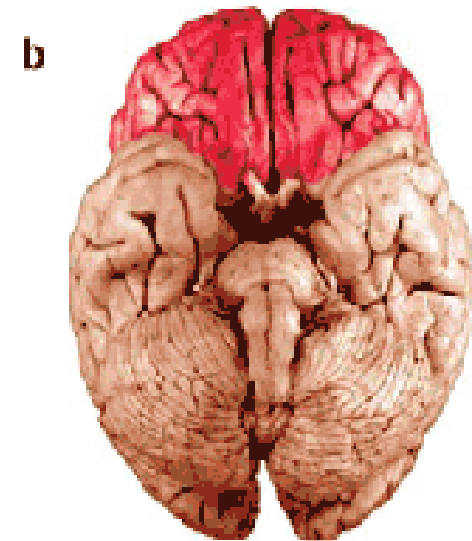
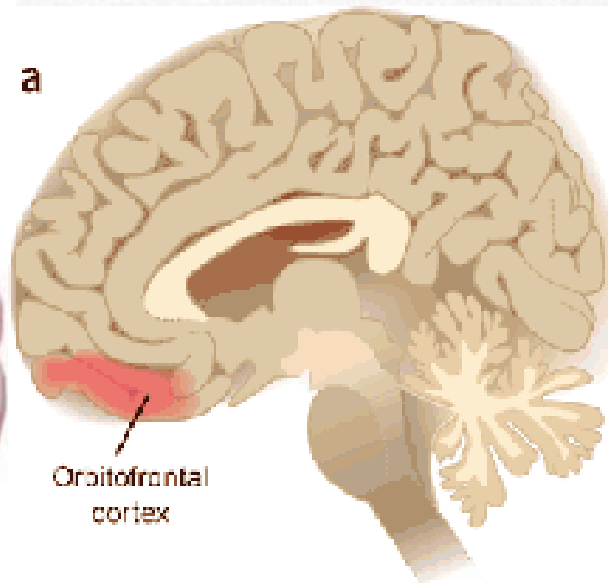
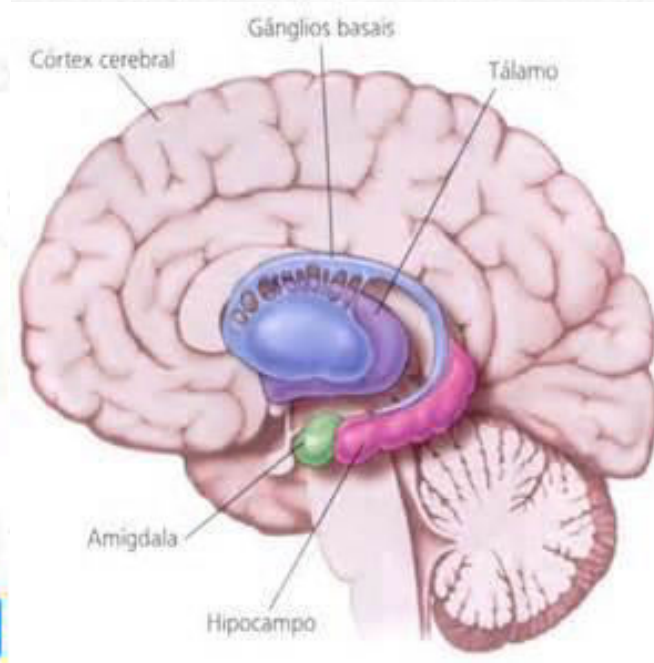
- Detektovanje metaboličke aktivnosti mozga: PET i **FMRI**
- Detektovanje električne aktivnosti mozga : EEG, MEG, SST, TMS
- Detektovanje fizioloških aktivnosti: **ET, GSC, EMN lica**,
prepoznavanje emocija

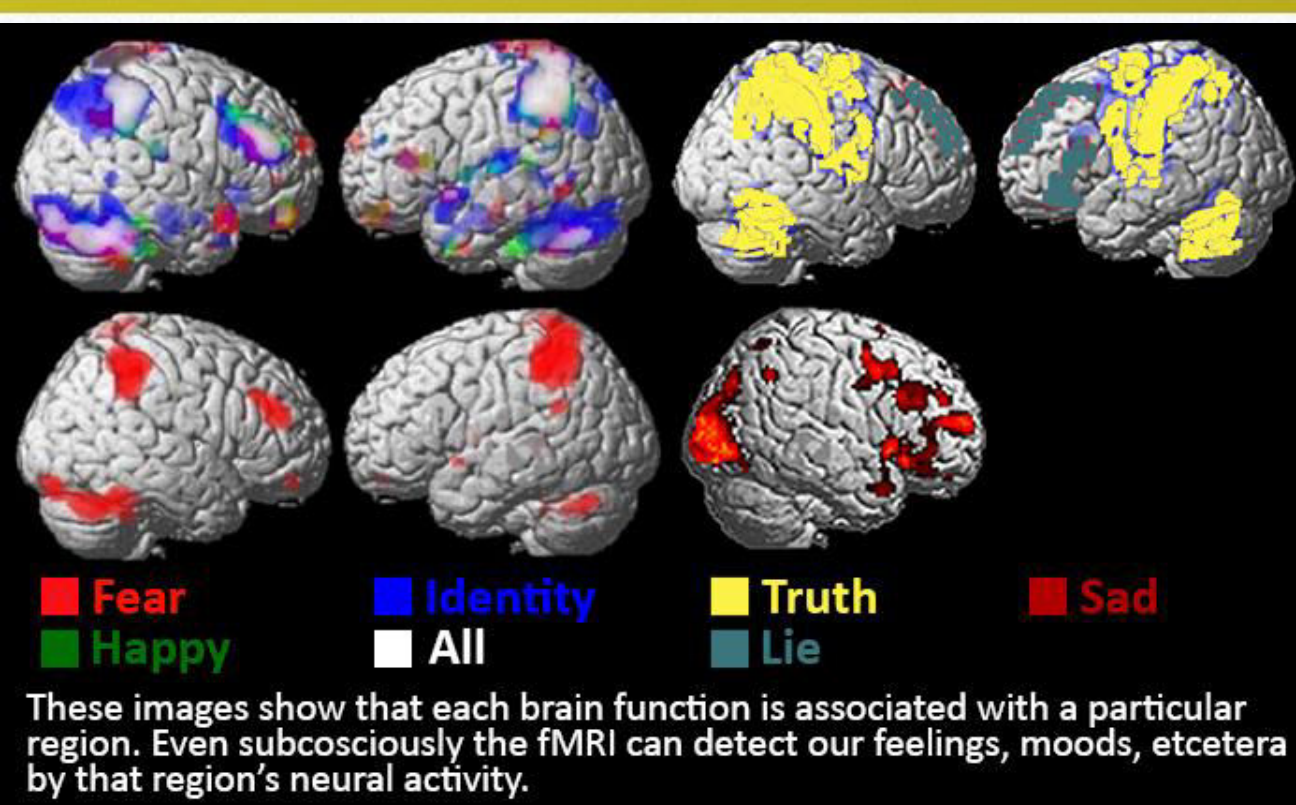
10-20 System of Electrode Placement

- F = Frontal
- P = Parietal
- T = Temporal
- O = Occipital
- C = Central
- A = Auxiliary
- Odd # = Left
- Even # = Right



NEUROMARKETING
KONFERENCIJA UNIVERZITETA METROPOLITAN







necomimi™
Brainwave Cat Ears





NEUROMARKETING

KONFERENCIJA UNIVERZITETA METROPOLITAN



Less attention

More attention



www.metropolitan.ac.rs/neuromarketing

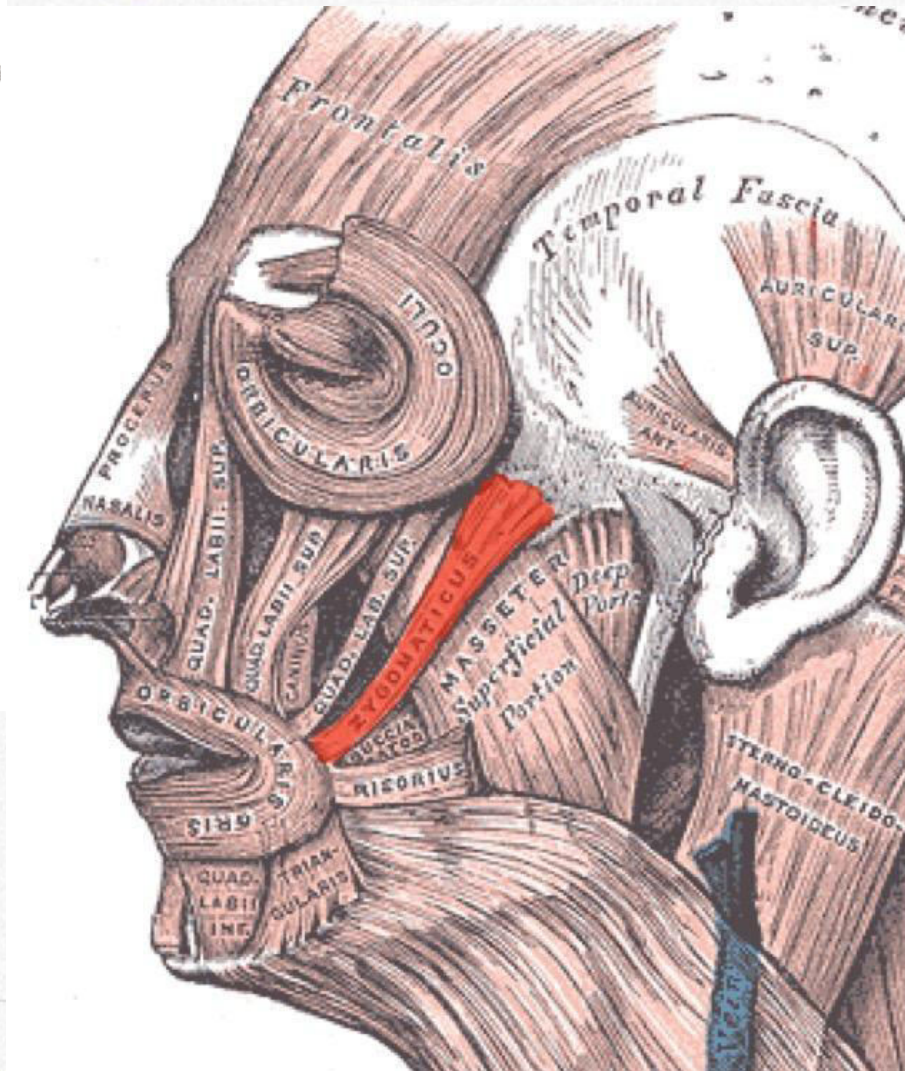
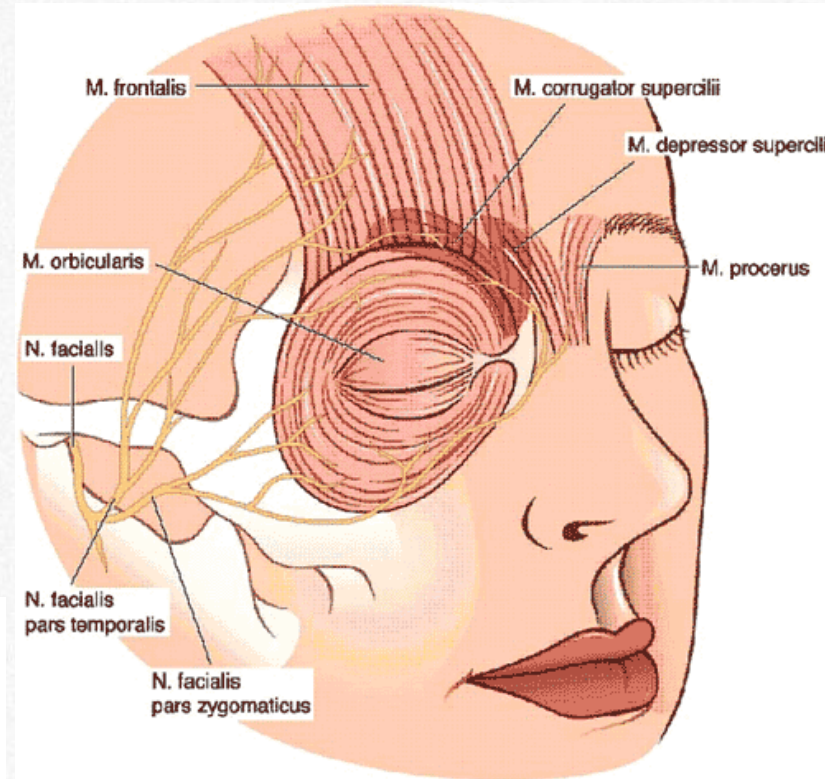
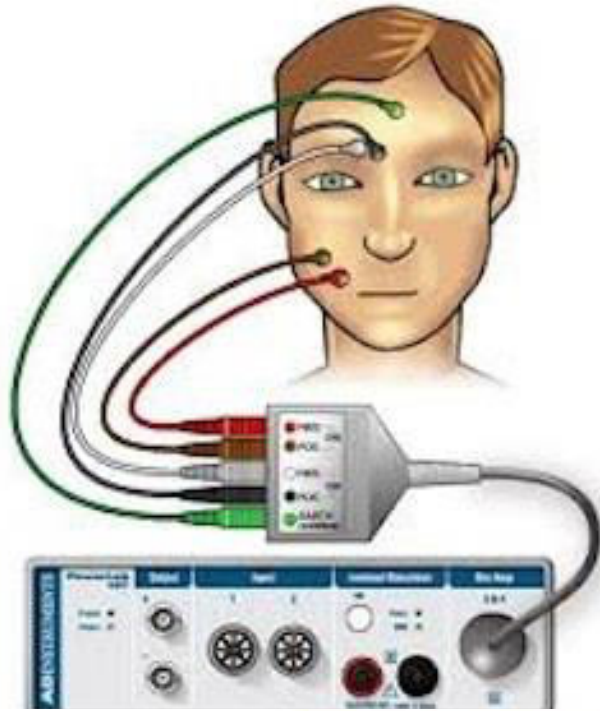


#neuromarketing @univerzitetmetropolitan

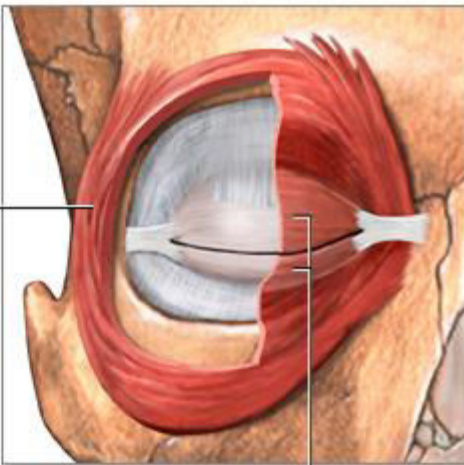
Biometrijska ispitivanja

- GSCR
- Srčana i respiratorna frekvenca
- Zenica
- Temperatura kože
- EMG





Orbicularis oculi
(Orbital part)



Orbicularis oculi
(Palpebral part)

