

**Summary of SUB-PROJECT 3 activities: Experimental development of emerging technologies in the field of neuromarketing at the level of online social networks and study of their impact at the level of users (NeuroMedia)**

**- Summary 2018 -**

**Stage 3-1: Feasibility study of the applicability of neuromarketing in online social networks and the identification of emerging technologies in this area of activity**

**Activity 3-1-1: Identification and analysis of theoretical and practical neuromarketing techniques**

Neuromarketing involves the use of medical-specific techniques to study the reaction of the respondents' brains following their confrontation with certain stimuli. Basically, researchers measure changes in the activity of certain areas of the brain to understand why respondents react in a certain way, why they are inclined to go towards making a certain decision.

Through neuromarketing-specific techniques, specialists can measure with much greater precision the preferences of the consumers being studied, especially in situations where there are significant differences between the behaviour manifested and that which they present in market studies.

Of course, certain types of market research such as observations in controlled or free environments as well as marketing experiments can supplement the data obtained by directly interviewing the respondent (the stated/presented intentions) but sometimes the researcher simply does not have the possibility to supervise the respondent at the time of the product's choice/investigation and/or consumption, or this process is particularly difficult or costly.

Things get even more complicated when the subject under investigation is a delicate one for the respondent or the company to which he belongs. Local cultural norms, customs, traditions all contribute to how the respondent tends to present a particular situation when interviewed.



**Figure 1. Mobile and portable EEG equipment**