SUB-PROIECT 3

Experimental development of emerging technologies in the field of neuromarketing at the level of online social networks and study of their impact at the user level (NeuroMedia)

Neuromarketing involves the use of techniques specific to the medical field to study the reaction of the brain of respondents after 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 to a certain decision. Of course, certain types of market research such as observations in controlled or free environments as well as marketing experiments can complete the data obtained by direct interviewing the respondent (stated / presented intentions) but sometimes the researcher simply does not have the possibility to supervise the respondent at the time of choice/assessment of the product and/ or its consumption or this process is particularly difficult or expensive.

During the reporting interval, the implementation of the neuromarketing mode of the application and its integration in the common FutureWeb interface was completed and the structuring of the research and technological services offer and the presentation in the ERRIS platform were completed with the study of the integration of neuromarketing services within an online social network.

Within the FutureWeb platform, a user study module has been implemented through tools that provide biometric feedback. To stimulate and test users, different types of populated displays have been created with diverse content consisting of text as well as attractive images. The definition of these areas allows the study of the response time, attention and immediate orientation of the user according to the displayed content. In order to take over the feedback obtained from the interaction with the FutureWeb platform, an application has been implemented that allows the creation of adaptive widgets, which change their content according to the user's attention.

Within the project PN-III-P1-1.2-PCCDI-2017-0800 - Empirical modeling and experimental development of tools associated with emerging technologies in the field of online social networks - 86PCCDI / 2018, end-users of the functional model of the neuromarketing subsystem within the FutureWeb platform are managers, marketers and employees of digital agencies, freelancers, bloggers, vloggers.

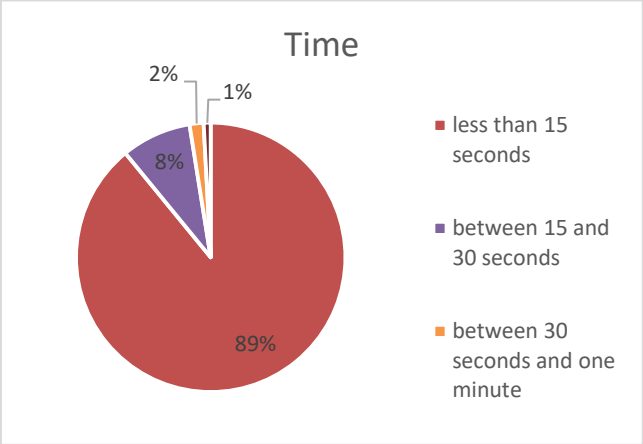
In order to measure the efficiency of the platform and validate its content, a study was conducted among potential end users, in order to determine the degree of accessibility of the platform, their functionality and the usefulness of information for final beneficiaries.

First of all, an interview guide was formulated through which an attempt was made to identify the needs of potential final beneficiaries, highlighting the following aspects:

- Custom pages - to be able to insert new pages, for example the pages for eye tracking tests located in the main menu of the platform.
- "Weather" widget - temperature, humidity, weather, etc
- A basic functionality suitable by managing the customized types of posts, as well as the internal logic of data management and exposure.
- Possibility of interfacing between systems
- Semantic search
- Eye tracking
- Image recognition
- Streamlining the way data is collected and displayed through MySQL tables
- Development of a Widget with the pattern of a clock screen, which takes the sensory values and transmits them to the centralized system, using the API, etc.

Following the results obtained and the implementation within the platform of the most efficient of the ideas, the platform was tested to validate its content. In this regard, a number of potential users have been asked to use it while browsing to answer a number of questions about its functionality. The results obtained indicate, among other, the following:

How quickly have you noticed the platform logo?



How quickly have you identified the "My Profile" menu and related sections?