

Persuasion, Empathy & the Brain

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Doing and Seeing Brain Activity



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Mirror Neurons

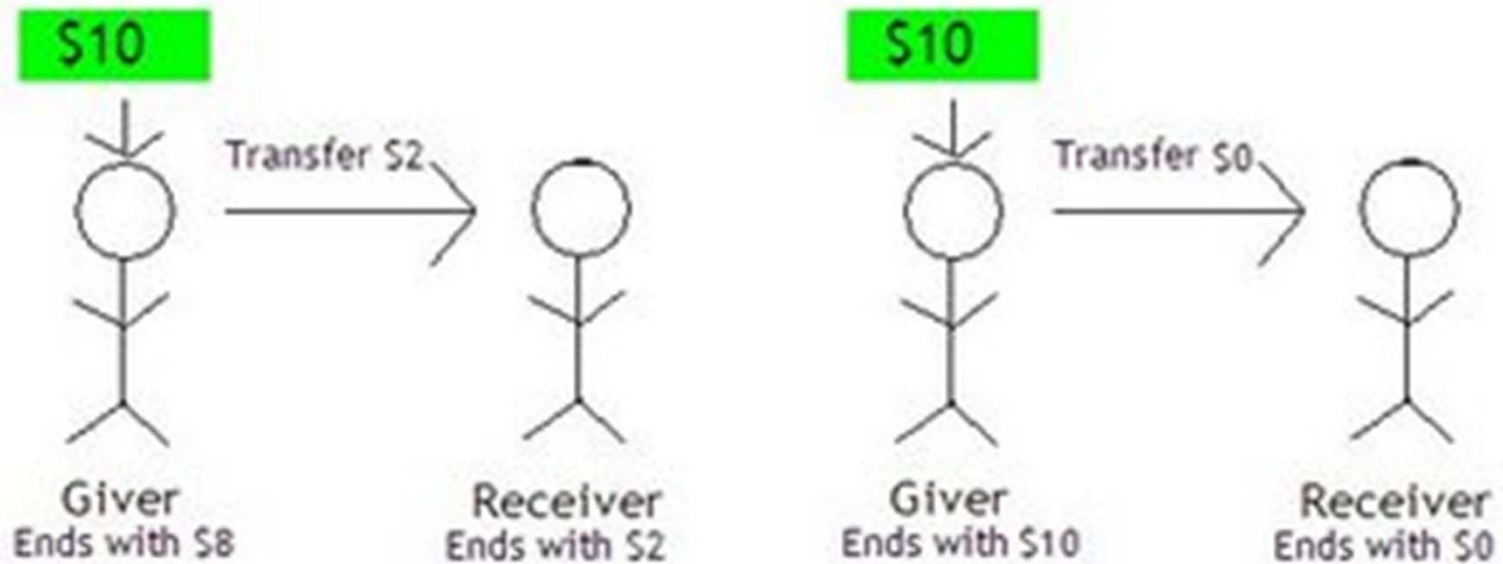


*Are we
wired for
empathy?*

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And yet...

Dictator Game



The Speaker and the Listener

sender



different actions
same intention



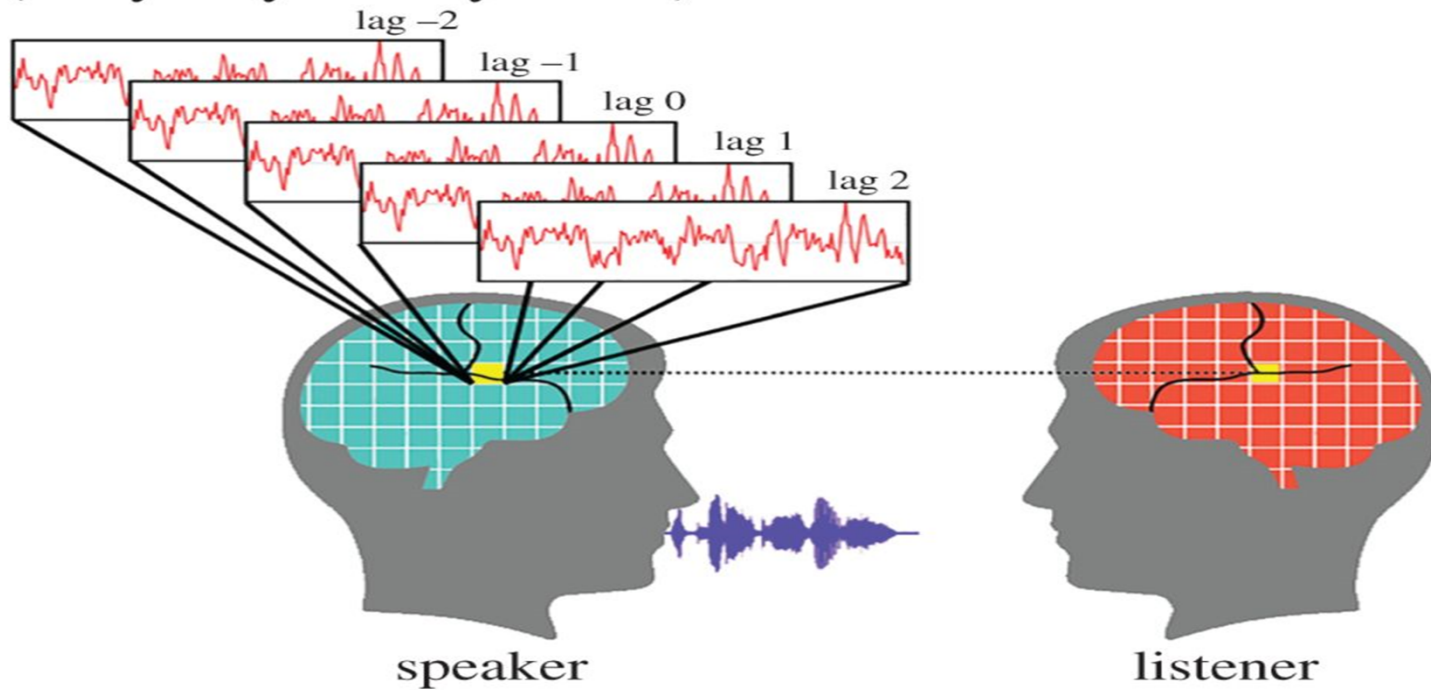
passing a ball

receiver

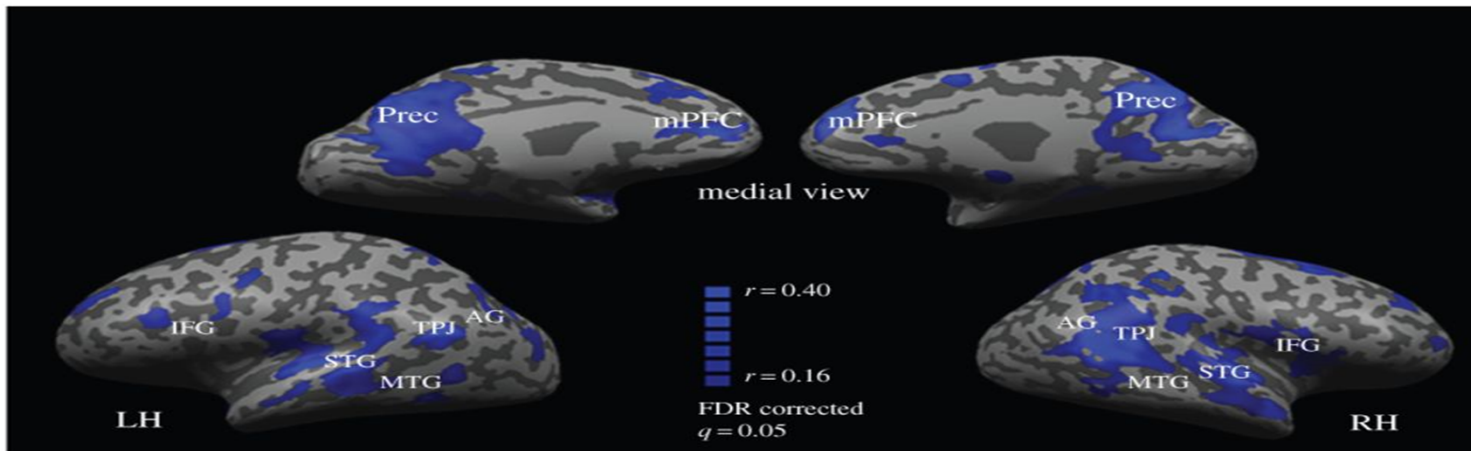
mirror the action
versus
mirror the intention

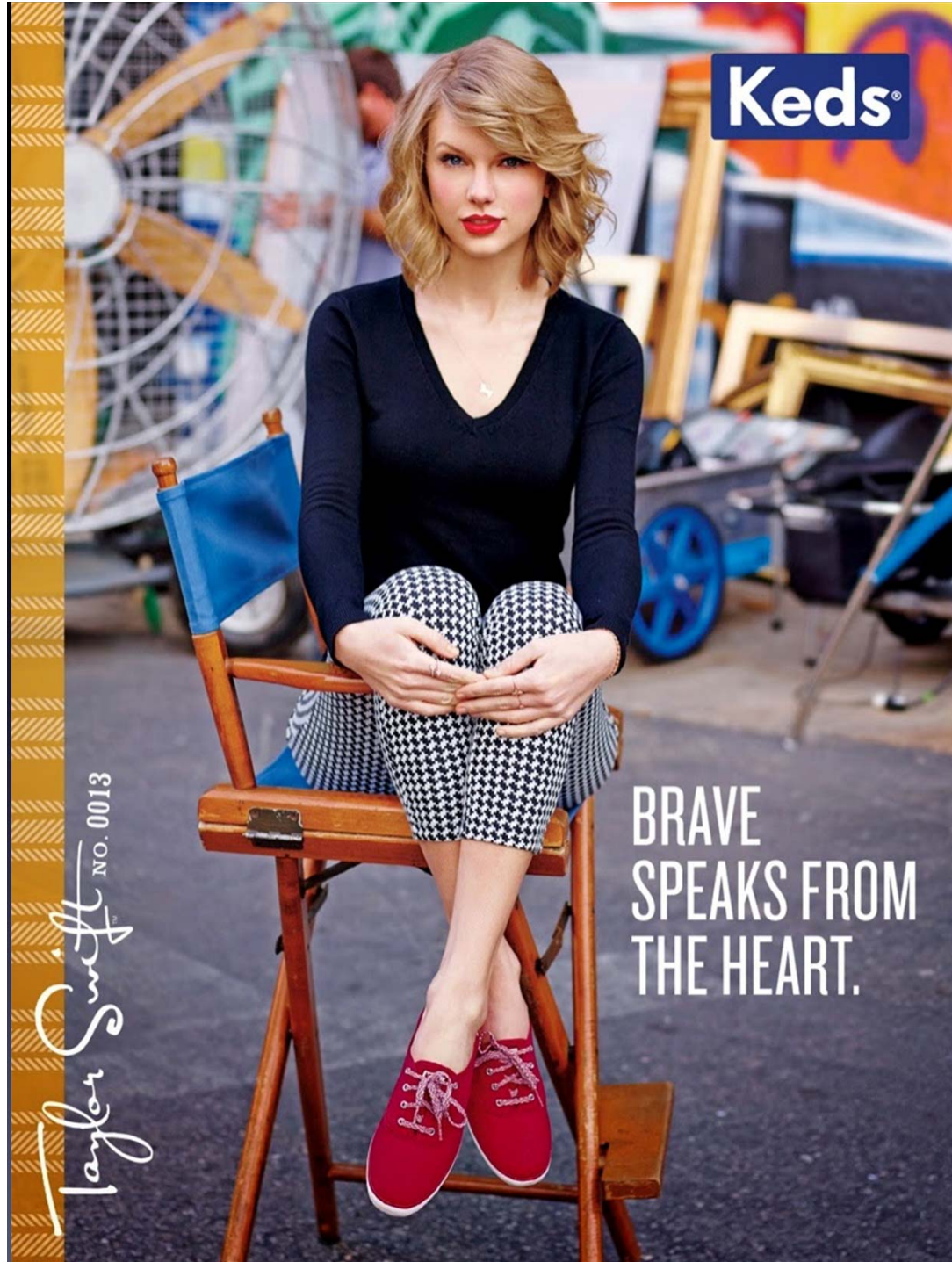
Uri Hasson, and Chris D. Frith *Phil. Trans. R. Soc. B*
2016;371:20150366

(a) brain-to-brain neural coupling
(delayed synchrony model)



(b)





Keds®

The Persuasive Expert

BRAVE
SPEAKS FROM
THE HEART.

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Neuromarketing

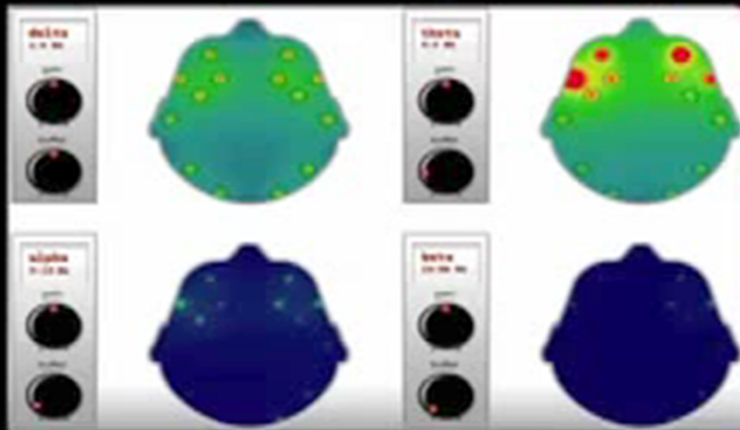


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Simple Usability



Emotion Response Analysis through EEG and Eye Tracking



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Tobacco Cessation



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