



"From vision to action!"

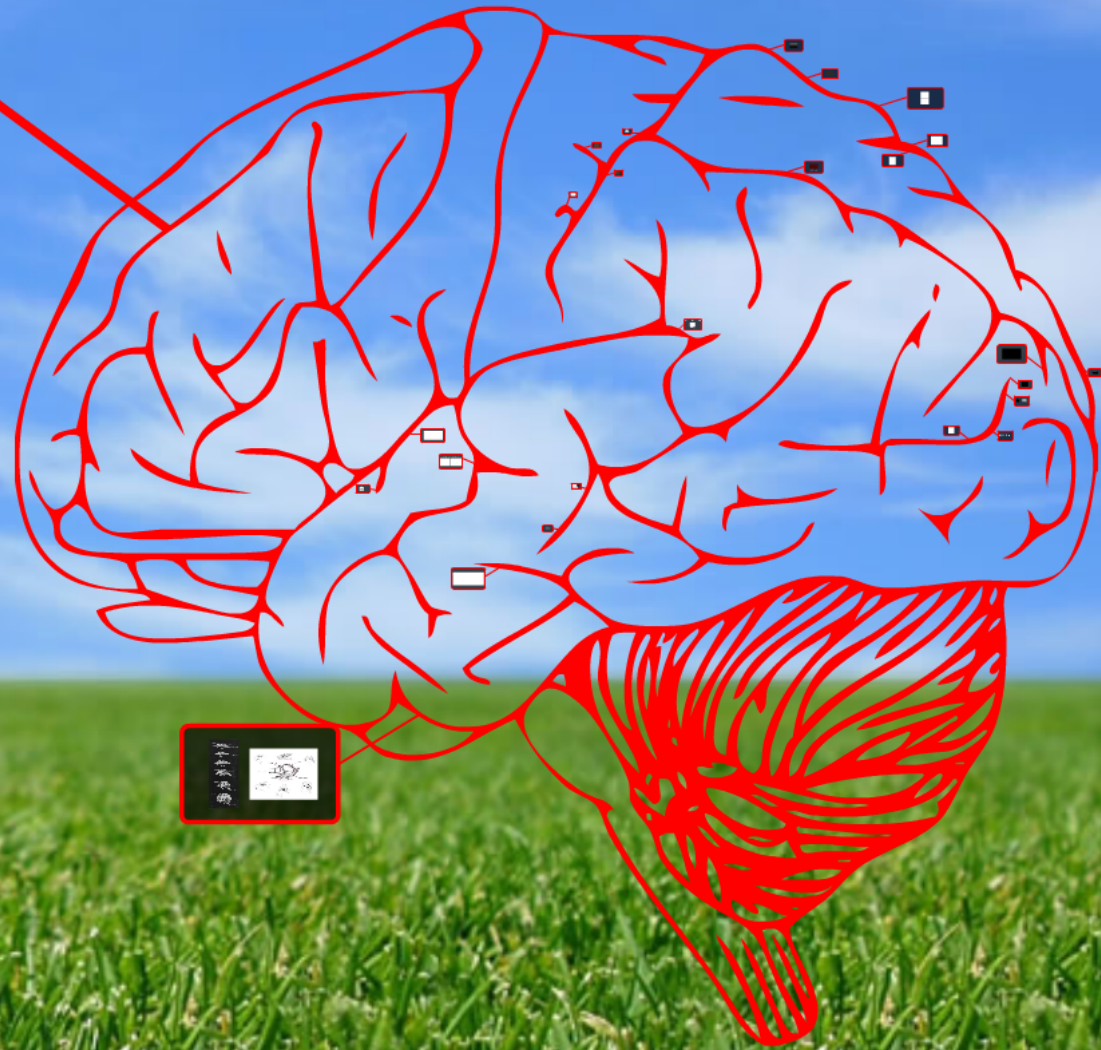
Information in the brain,
by Dr. Roeland Dietvorst



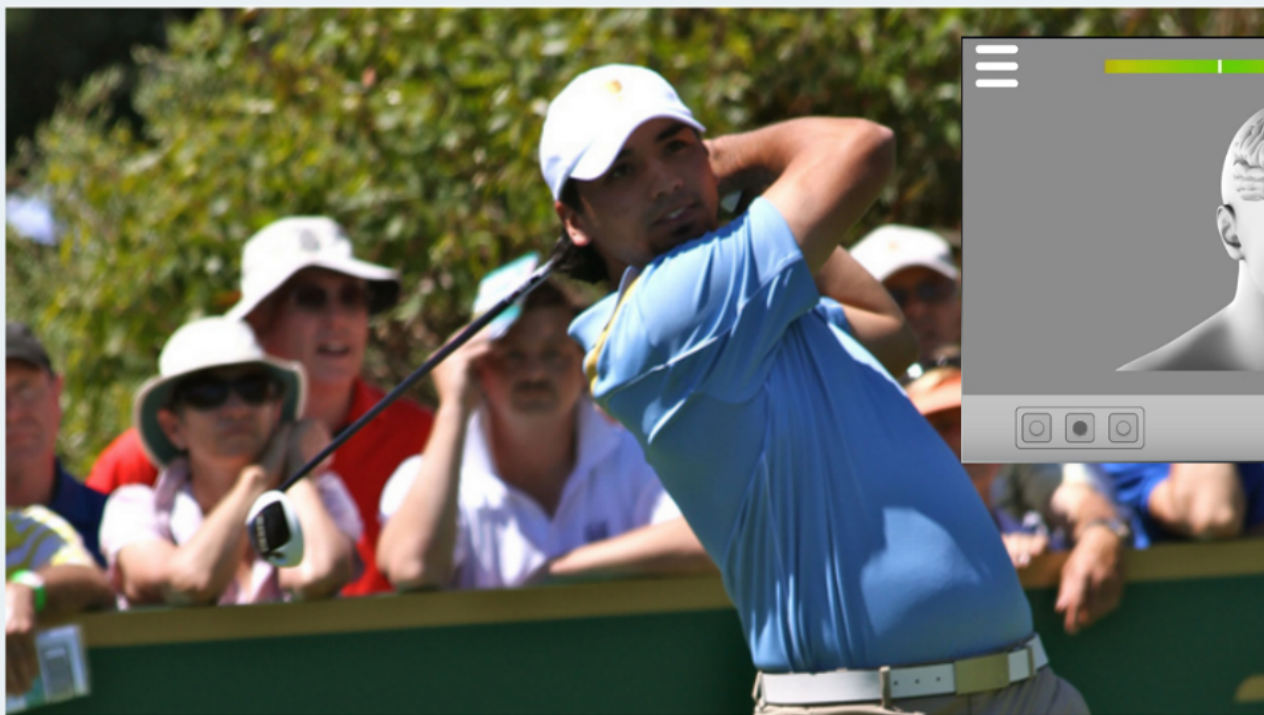
Prezi

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Prezi



Mushin
41

Quiet Eye
2

Score
0

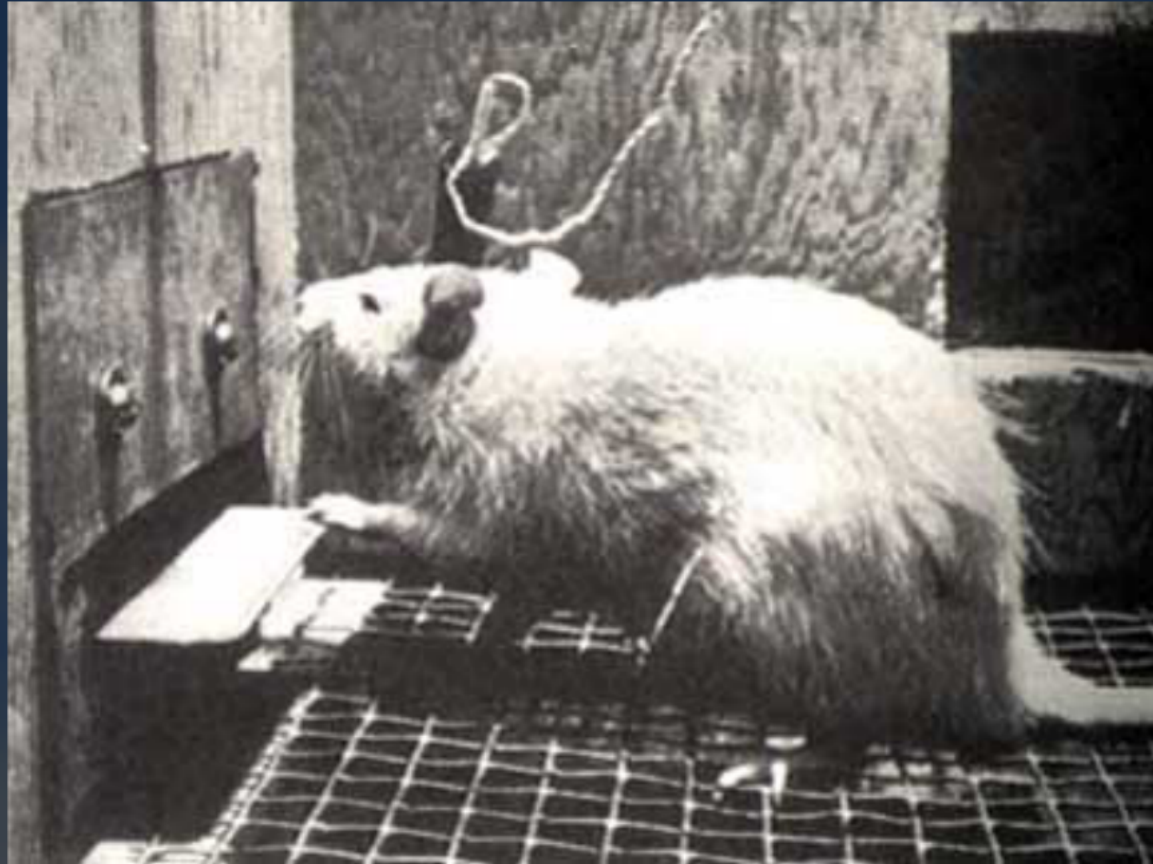
Baseline
46

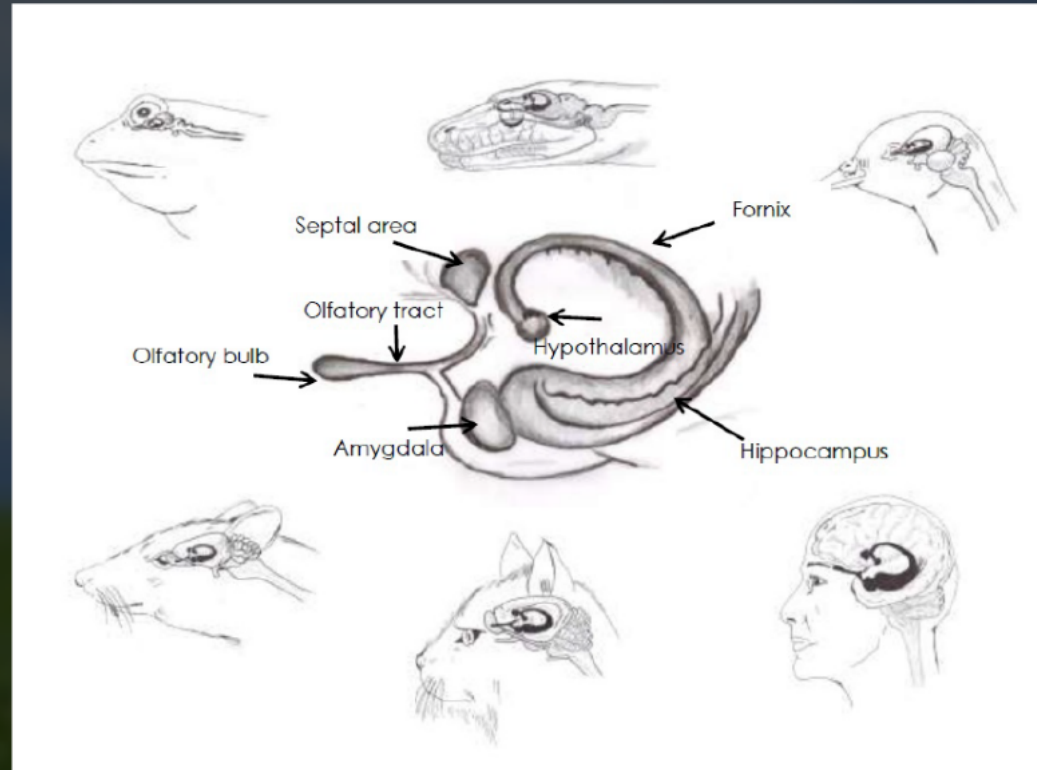
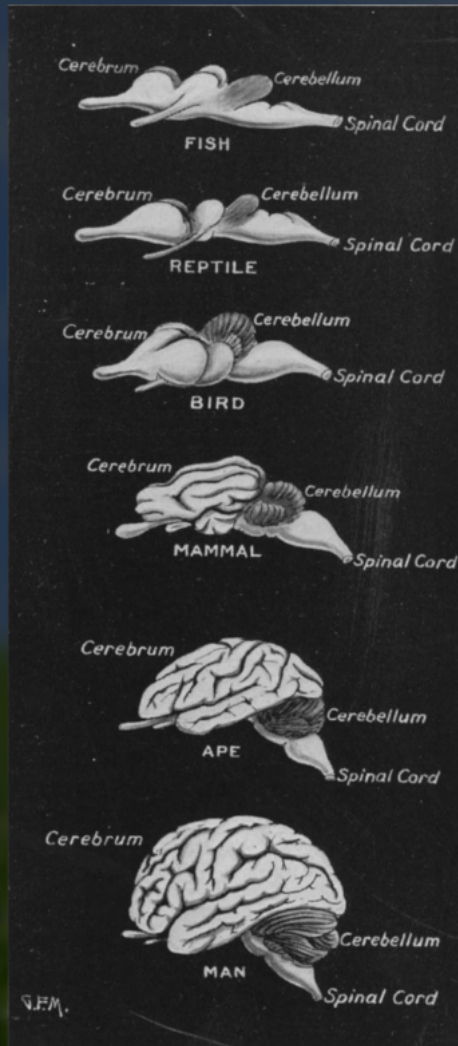
01:03

The Mental Game Techniques That Helped Jason Day Win The PGA Championship

Invertebrate Learning: What Can't a Worm
Learn? (2004) Current Biology by Rankin

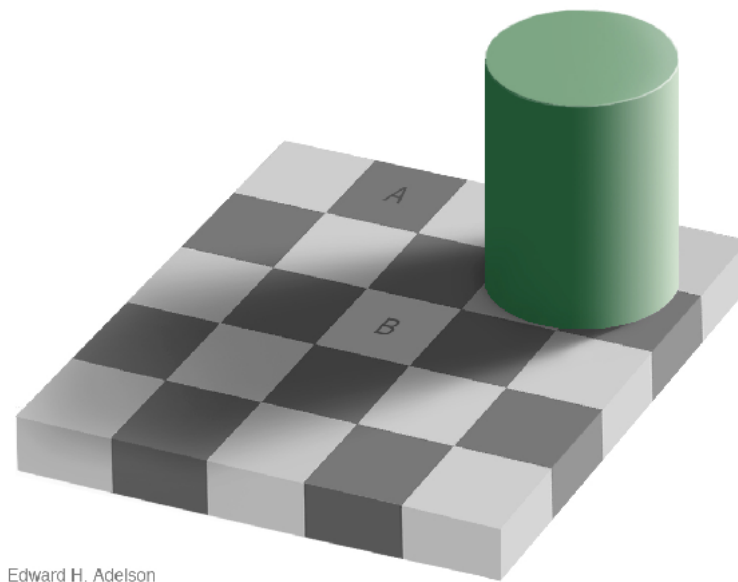






TWO DIMENSIONS OF NEURAL FUNCTIONING

<i>Journal of Economic Literature</i>	Cognitive	Affective
Controlled Processes <ul style="list-style-type: none">■ serial■ effortful■ evoked deliberately■ good introspective access	I	II
Automatic Processes <ul style="list-style-type: none">■ parallel■ effortless■ reflexive■ no introspective access	III	IV



Edward H. Adelson

A fast neural signature of motivated attention to consumer goods separates the sexes (Junghöfer et al., 2010)

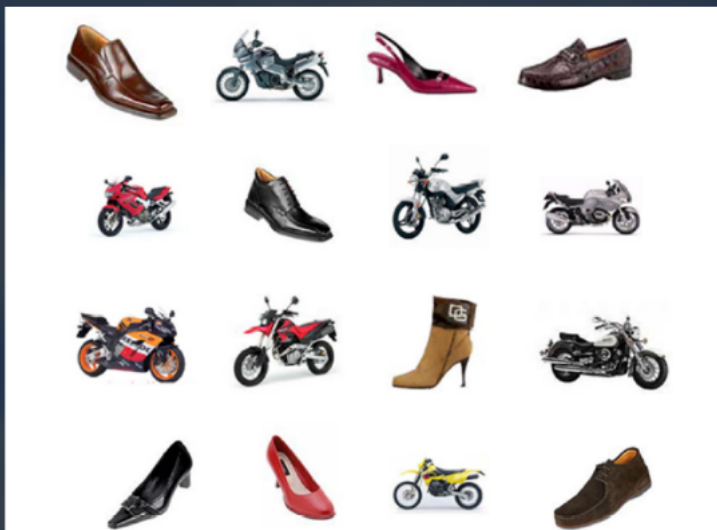


FIGURE 1 | Examples from the 80 shoes (40 male shoes) and 80 motorcycles that were presented in pseudo-randomized fashion. Each stimulus was shown in left and right sided view.

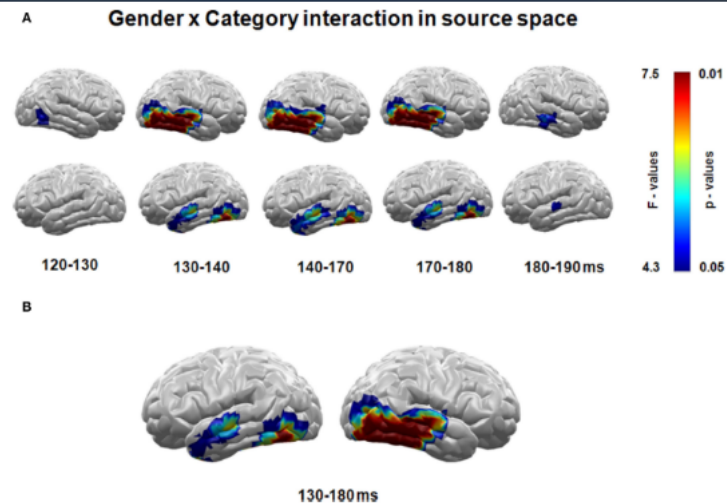
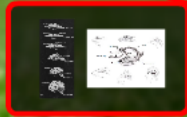
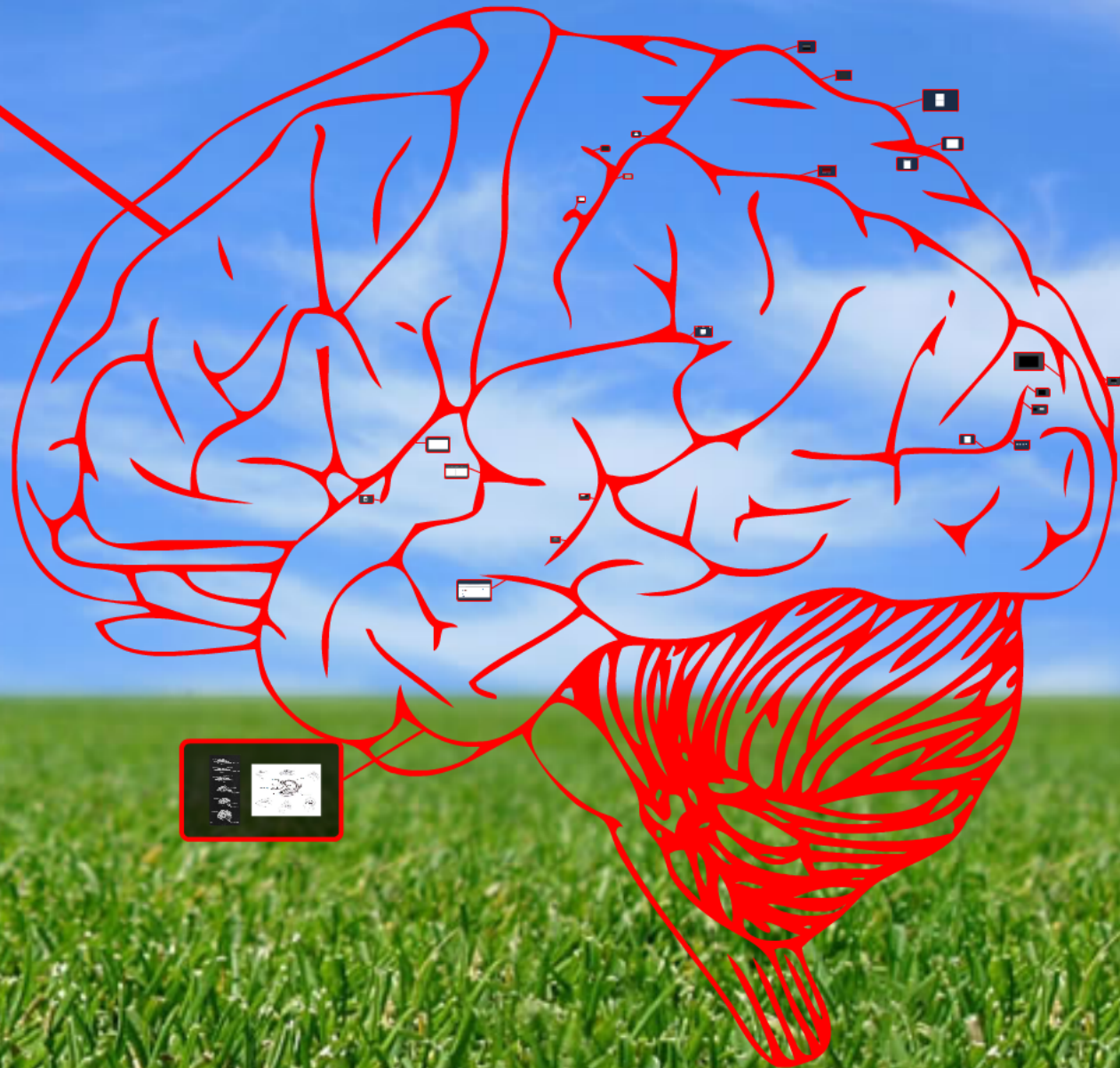


FIGURE 2 | (A) Significant gender by category interactions of estimated neural activity (source space) were found in bilateral secondary areas of the ventral visual pathway between 120 and 190 ms after stimulus presentation – analyzed in 10 ms time bins. (B) Areas with significant gender by category interactions in the 130–180 ms time interval.



ion!"

brain,
tvorst



Prezi





Which person is the more competent?

Election	Correctly predicted	χ^2
	<i>U.S. Senate</i>	
2000 ($n = 30$)	73.3%	6.53 ($P < 0.011$)
2002 ($n = 33$)	72.7%	6.82 ($P < 0.009$)
2004 ($n = 32$)	68.8%	4.50 ($P < 0.034$)
Total ($n = 95$)	71.6%	17.70 ($P < 0.001$)
	<i>U.S. House of Representatives</i>	
2002 ($n = 321$)	66.0%	33.05 ($P < 0.001$)
2004 ($n = 279$)	67.7%	35.13 ($P < 0.001$)
Total ($n = 600$)	66.8%	68.01 ($P < 0.001$)

Inferences of competence from faces predict election outcomes (2005) Science by Todorov et al.



Social benefits of luxury brands as costly signals of wealth and status (2011) Evolution and Human Behavior by Nelissen & Meijers



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- Economist online subscription \$ 59,- 16
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and online subscription \$ 125,- 84



- Economist online subscription \$ 59,- 16 % 68%
- Economist printed subscription \$ 125,- 0% X
- Economist Printed and online subscription \$ 125,- 84% 32%

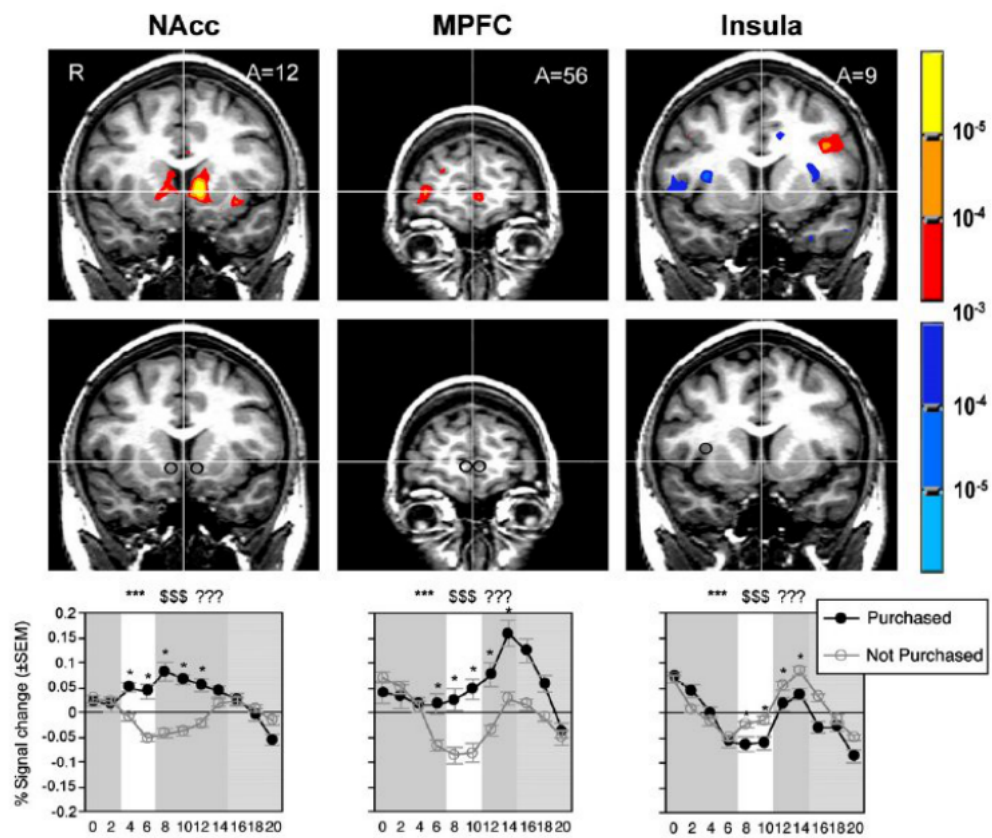
Product

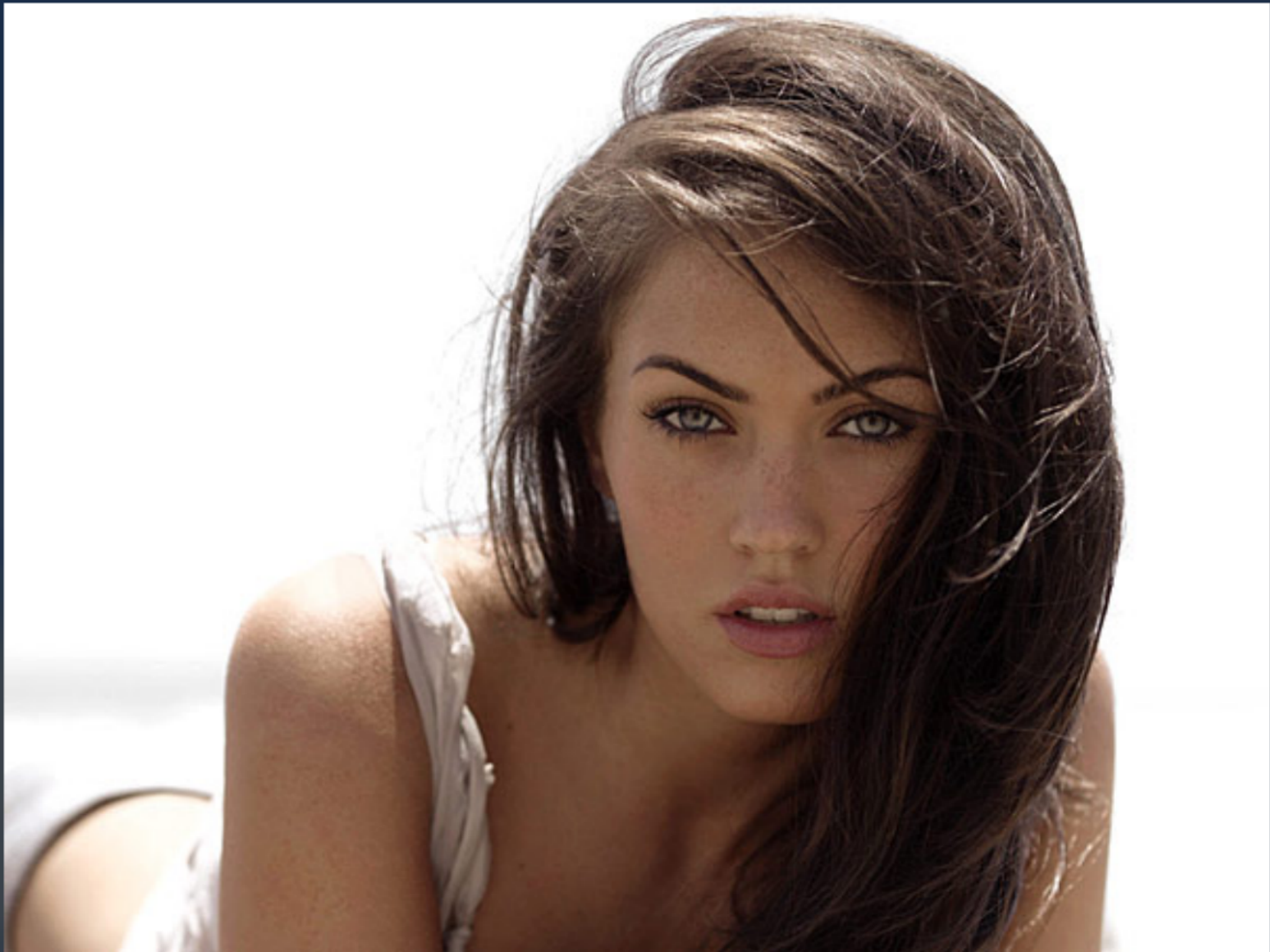
Price

Choice

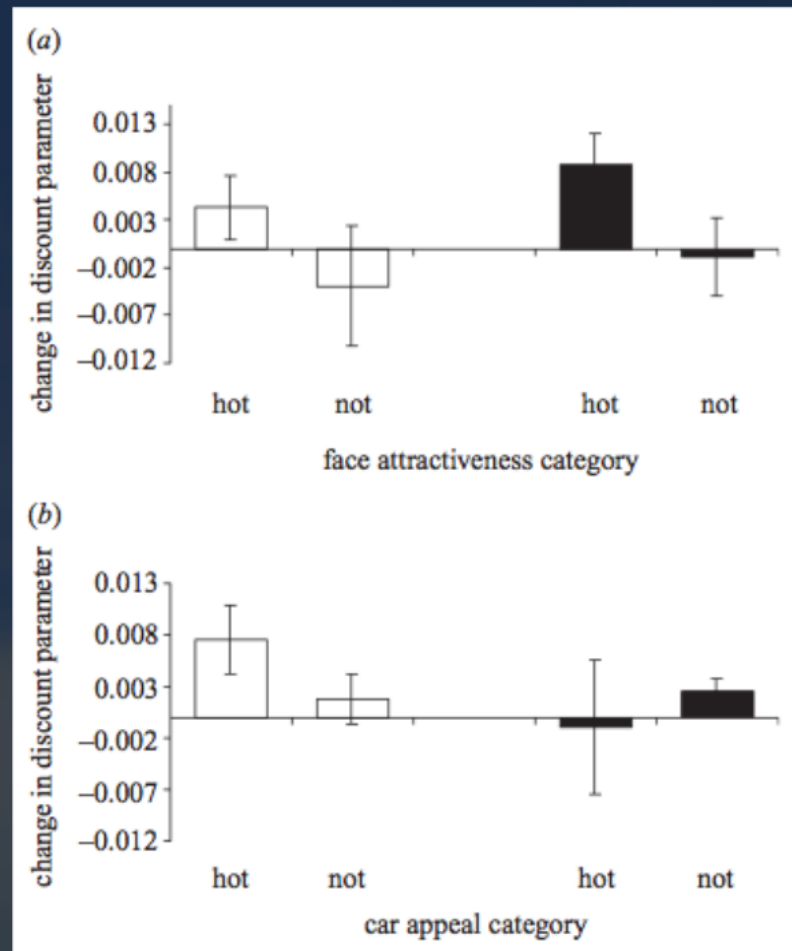
Fixate







Do pretty women inspire men to discount the future? Biological Sciences by Wilson & Daily



SMOOTH VANILLA YOGURT



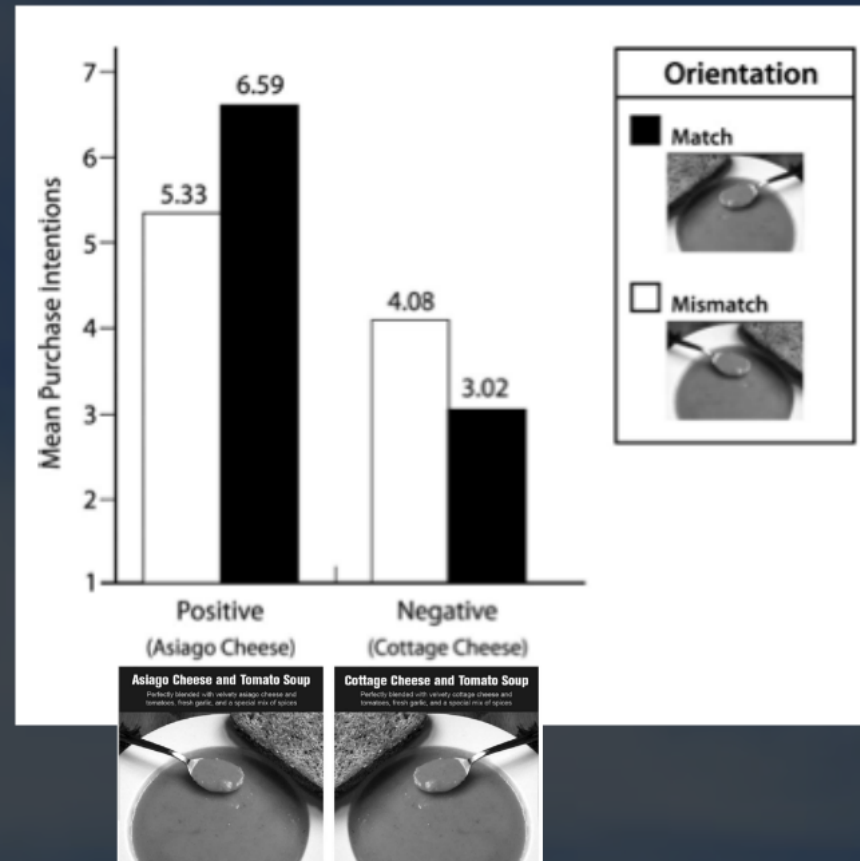
SMOOTH VANILLA YOGURT





Prezi

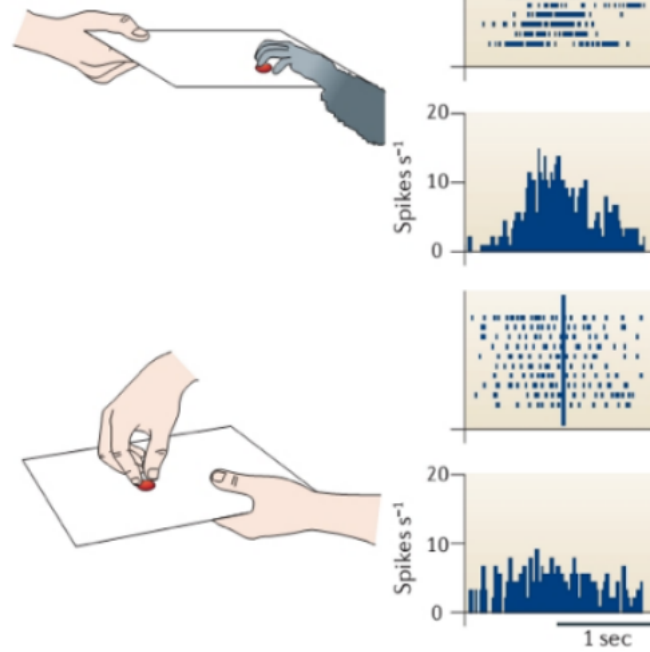


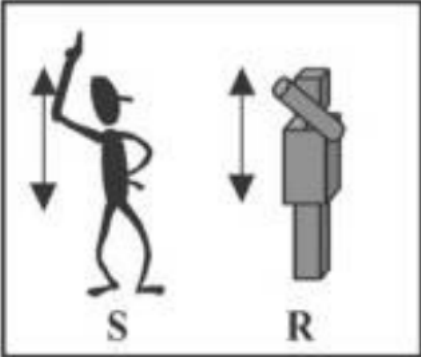
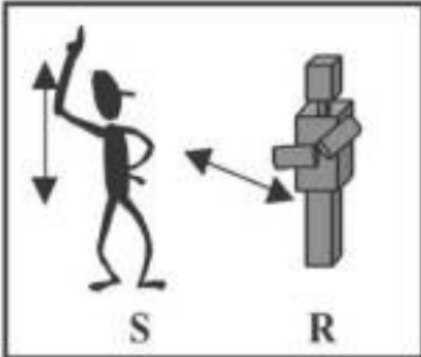
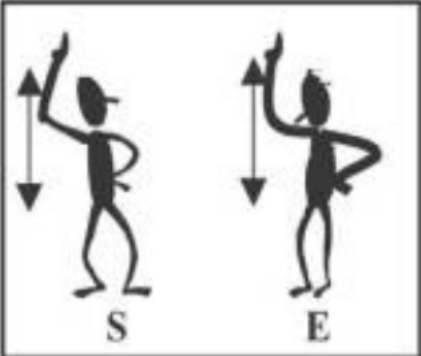
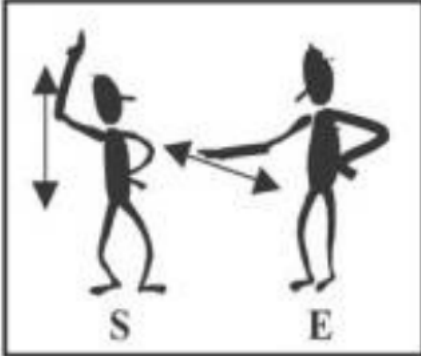


The “Visual Depiction Effect” in Advertising: Facilitating Embodied Mental Simulation through Product Orientation (2012) Journal of Consumer Research by Elder & Krishna

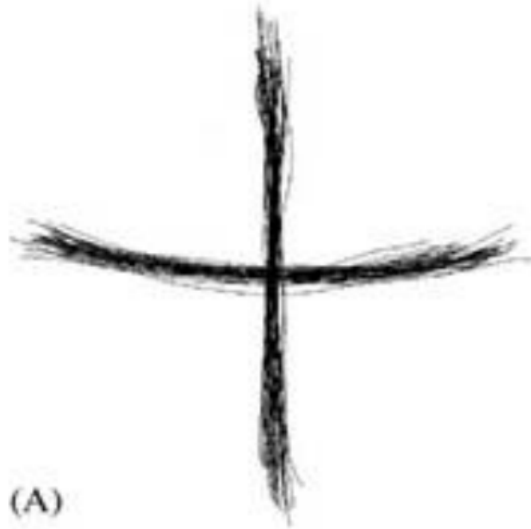


Action recognition in the premotor cortex
(1996) Brain by Galleze et al.



	Congruent	Incongruent
Robot	<p>Robot Congruent</p> 	<p>Robot Incongruent</p> 
Human	<p>Human Congruent</p> 	<p>Human Incongruent</p> 

Robot Congruent



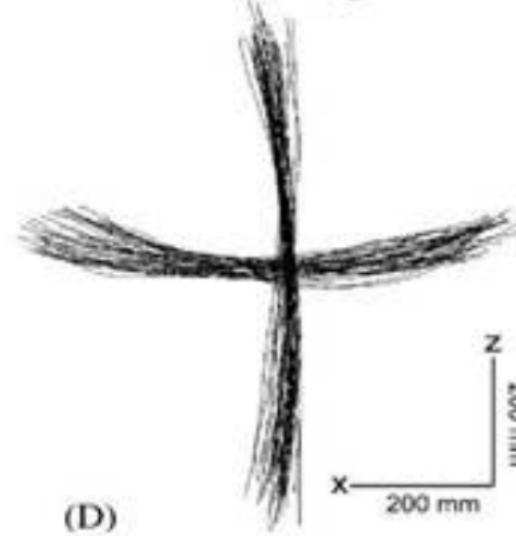
Robot Incongruent



Human Congruent



Human Incongruent



joking

insisting



amused

relaxed

cautious

insisting



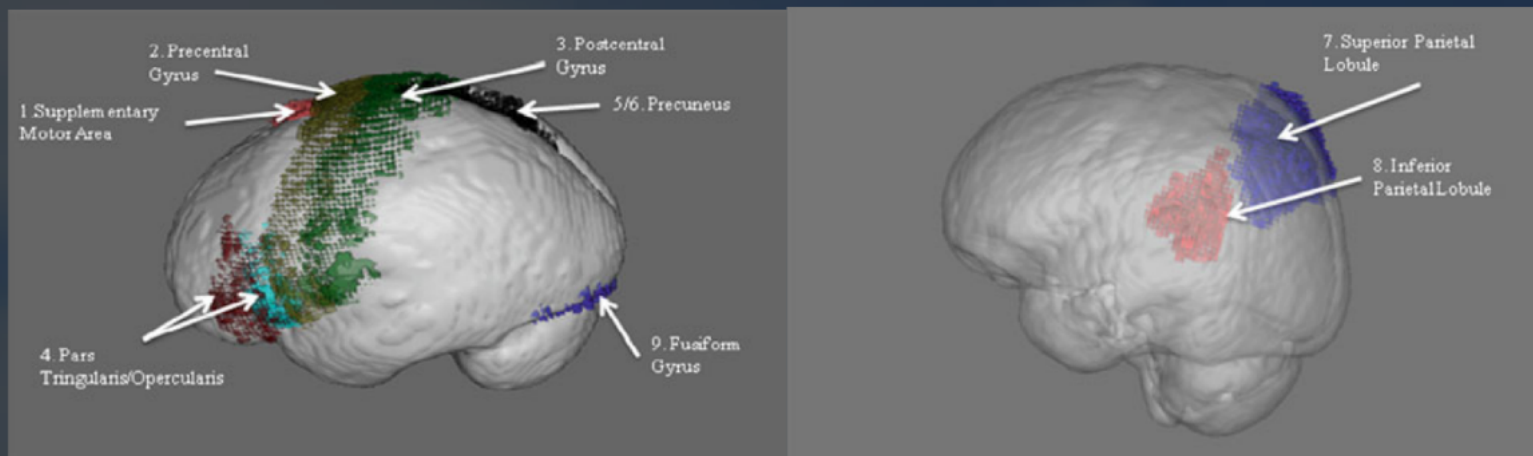
bored

aghast



Genetic and neurological foundations of customer orientation: field and experimental evidence

Richard P. Bagozzi · Willem J. M. I. Verbeke ·
Wouter E. van den Berg · Wim J. R. Rietdijk ·
Roeland C. Dietvorst · Loek Worm



Of Chameleons and Consumption: The Impact of Mimicry on Choice and Preferences JOURNAL OF CONSUMER RESEARCH

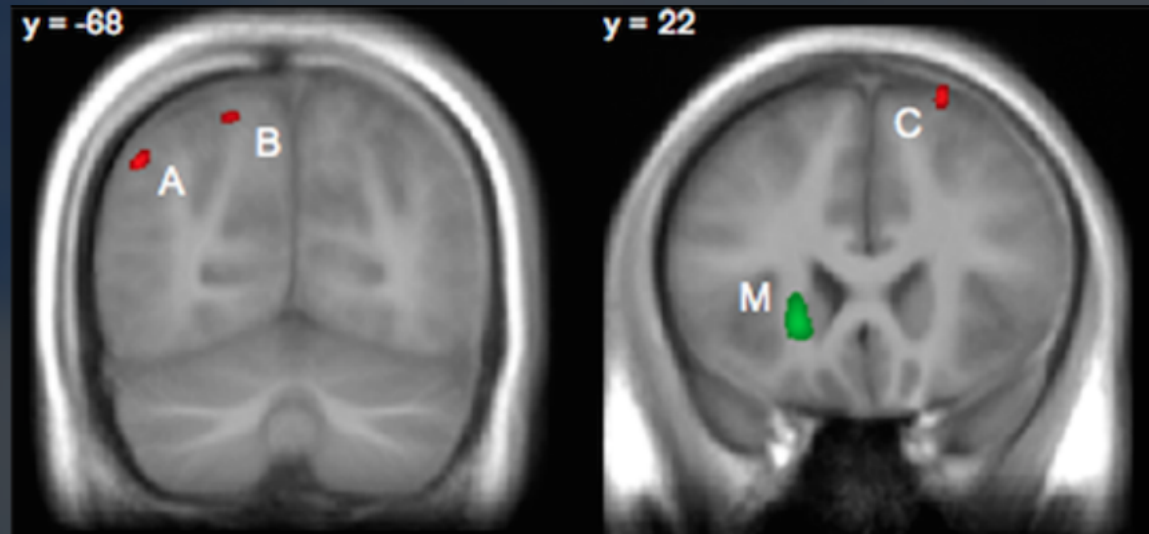


EXPERIMENT 2: MEANS FOR VIGOR PREFERENCE MEASURES BY MIMICRY

	No Mimic	Mimic
Enjoyment ^{a,**}	6.2	7.8
Likelihood to buy ^{a,**}	3.8	6.5
Expectations of success ^{a,*}	5.8	6.8
Weight consumed ^{b,**}	70	111



The Architecture of the Golfer's Brain (2009) in PLOSone by Lutz Jäncke et al.



Neuroanatomical differences between the SKILL 1 (PROS and the HCP 1-14 group) and SKILL 2 groups (HCP 15-36) involved in the control of sensorimotor and cognitive processes.

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