

☐ = bring your research question to the seminar

Day 1	May 6th	
14 – 15	Coffee/tea cake Welcome and summing up the aim for the workshop Intro to neuromarketing at CBS and at BrainSigns – some theoretical and practical reflections	<i>Gianluca + Vincenzo + Jesper + Maja</i>
15 – 16	Presenting the prepared ideas → research questions (RQs) Each prepare a small PowerPoint	<i>All in plenum</i>
16 – 18	Grouping the ideas → people divided into smaller groups, Task for the group work; – <i>describe what need further research</i> – <i>describe a potential research setup</i> – <i>describe potential outcome</i> Presentations and debate in plenum - preparation for the empirical part on day 4 – data collection	<i>group work</i> (post-it + posters) <i>in plenum</i>
18 – 20	Workshop and dinner	<i>Dinner at Absalon</i>

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Day 2		May 7th	
10 – 12	Visit from Department for Teaching & Learning, CBS – state of art in university pedagogics – accessibility and inclusion – online engagement fatigue – AI in online assessment – wrap-up		<i>Nuria & Varia</i>
12 – 13	LUNCH		
13 – 15	The value of biometric research in learning – presentation of an in-class study made by BrainSigns – presentation of a study with 4 videos made for online learning – debate and future work – practical implications (what to do in class) – theoretical implications (what to publish)		<i>Gianluca + Vincenzo + Jesper + Maja</i> <i>in plenum</i>
COFFEE, TEA, CAKE			
15 – 17	Debate in previously formed groups → further development of RQs, potential analysis, implications, and perspectives – what can be tested? – what needs to be tested? (most promising RQs settled and presented)		<i>group work</i> (post-it + posters)
evening	Visit CBS Campus + Frederiksberg Have Evening on our own		

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Day 3		May 8th
10 – 12	New pilot studies – testing the research design	<i>Gianluca + Vincenzo + Maja + Jesper</i>
	Potential contributions – which new insights will be brought into practice and/or theory?	<i>in plenum</i>
12 – 13	LUNCH	
13 – 15	Visit from iMotions – provider of software for bio- and neurometric data collection – what is doable and what cannot be measured? – advises in running a bio-matric study – do's and don'ts	<i>Casper + Morten + Kerstin</i>
15 – 17	Further development of your RQ Defining parameters that are important for eye tracking research – what to test (stimuli, models, videos, PP, ...)? – how to test (use of equipment and need of data)? – who to test (optimal test persons)? – what to presenting as the results? – what to concluded?	<i>group work</i>
18 – 21	Workshop and dinner	<i>Dinner at Madklubben</i>

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Day 4	May 9th	
10 – 17	Transforming your RQ to a study Data collection – setting up a study – “catching” participants – how to analyze the data LUNCH included	<i>group work</i>
evening	Picnic at Amager Strand – bring your own food/drinks Evening on our own	

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Day 5		May 10th
10 – 12	Conclusion on your RQ Presentation of research design, data, preliminary findings, and reflections Next step – plan for the WE-COLLAB project → practical and theoretical contribution	<i>in plenum</i>
12 – 13	LUNCH	
13 – 14	Summing up – white paper – academic article – ??? GOOD BUY	<i>in plenum</i>