

Neuromarketing

- 1 What is revolutionary with regard to the research done by the neuroscientists in this video clip?
 - A. They have combined traditional MRI scanning with automated data processing possibilities.
 - B. They have designed a neurological MRI scanning machine that can pick up the smallest details.

- 2 What does the example of the screwdriver illustrate?
 - A. how many everyday objects the brain can actually store
 - B. that an object and its functions form a pattern in the brain
 - C. that only a few objects are classified identically in the brain

- 3 Why do people's brains process the same concept in different ways?

The variation is explained by a difference in

 - A. anticipation.
 - B. experience.
 - C. intelligence.

- 4 What does Gemma, the director of Neurosense, say about the Neuromarketing field?
 - A. It is gaining ground very quickly.
 - B. It is only successful in a few countries.
 - C. It requires major investments.

- 5 Why has Neuromarketing been criticised?
 - A. It is only affordable for large companies.
 - B. Its methods are employed secretly.
 - C. Its moral aspects are questionable.

- 6 What does Paul mean to illustrate with his example of craving chocolate chip cookies?
 - A. Eventually machines will know us better than we know ourselves.
 - B. It is very difficult to determine whether a thought will turn into action.
 - C. People tend to manipulate their thoughts in order to protect their privacy.

- 7 The presenter describes this kind of thought identification as 'a bit eerie'. Why do people feel this way, according to the neuroscientist?
 - A. because data can be interpreted in many different ways
 - B. because information can easily be used for criminal acts
 - C. because what goes on in our brain is linked to our identity

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