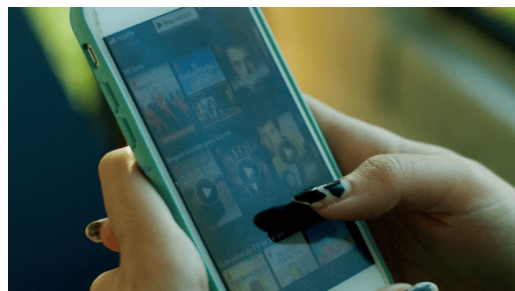




Audience, neuromarketing and big data



21.Oct - 22.Oct 2020

Cod. I04-20

Mod.:

Face-to-face

Edition

2020

Activity type

Summer course

Date

21.Oct - 22.Oct 2020

Location

TABAKALERA International Centre for Contemporary Culture

Languages

Basque Spanish

Academic Validity

20 hours

Organising Committee



Description

There are currently new approaches and technological resources applied to the creation, distribution and analysis of the audiovisual media consumption, both traditional and online. Classical audience research thus sees neuroscience and massive data analysis grow around it.

The two days in which this program will be developed will begin by showing in a practical way the foundations of neuroscience and, the next day, representatives of the professional sectors that use Big Data will explain how their work materializes.

Objectives

Explain the foundations of neuroscience, present the technologies and equipment used on it and apply them in a practical way in audiovisual analysis.

Explain the activity of companies, institutions and research groups that use big data in our community and spread the values they see in this field of research.

Course specific contributors



Program

21-10-2020

17:45 - 18:00 Registro

18:00 - 18:15 Presentation by the Director of the activity

Edorta Arana Arrieta UPV/EHU - Irakaslea

18:15 - 20:00 “Neuromarketing y creación audiovisual”

Ana Moya Cañas Tecnalía - Tecnalía

Erlantz Loizaga Garmendia Tecnalía - Tecnalía

Sara Sillaurren Landaburu Tecnalía

22-10-2020

18:00 - 18:15 Presentation by the Director of the activity

Beatriz Narbaiza Amillategi UPV/EHU

18:15 - 20:00 “Big data eta ikus-entzunezk kontsumoa”

Irantzu Barrio Beraza UPV/EHU

Koldo Unanue Virgin Telco - Marketing arduraduna

Anaitz Goia Imaz Tabakalera

Directed by



Edorta Arana Arrieta

UPV/EHU

He has been a lecturer and researcher at the UPV / EHU since 1988. He previously worked as a journalist for ETB, and has since collaborated with various audiovisual and written media. He graduated in journalism from the University of the Basque Country in 1982 and received his doctorate from the same university in 1995. He teaches radio, television and Internet programming and has published several books and articles on the subject. He is a member of the NOR research team and works on research projects funded by MINECO and the UPV / EHU.

Teachers



Irantzu Barrio Beraza



Anaitz Goia Imaz



Erlantz Loizaga Garmendia



Ana Moya Cañas



Beatriz Narbaiza Amillategi

UPV/EHU

Beatriz Narbaiza Amillategi (Ermua, 1968) She has a degree in Journalism and a PhD in Audiovisual Communication. UPV-EHU researcher and lecturer in undergraduate and master's degrees. She has published several book chapters and articles.



Koldo Unanue



Sara Sillaurren Landaburu

Tecnalia

Registration fees

REGISTRATION

UNTIL 21-10-2020

FREE REGISTRATION

0 EUR

Place

TABAKALERA International Centre for Contemporary Culture

Plaza de las cigarreras, 1 20012. Donostia / San Sebastián

Gipuzkoa