NATIONAL UNIVERSITY OF SINGAPORE

School of Computing

IS Teaching SEMINAR

Title:　　　**Basic Knowledge and Methodology in Cognitive Neuroscience**

Speaker:　　　Mr. Zhang Zhensheng, Ph.D. candidate

Date/Time:　　1 February 2016, Monday, 11:00 AM to 12:00 PM

Venue:　　　　MR1, COM1-03-19

Chaired by:　　Mr. Peng Xixian
　　　　　　　(pengx@comp.nus.edu.sg)

FACULTY DISCUSSANT: Associate Professor Tan Chuan Hoo

ABSTRACT:

Recent advances in cognitive neuroscience have extended our understanding of the neural bases underlying mental processes, and they offer new insights into the complex interplay between IT and people?s information processing and decision-making. Nowadays, there has been calls on the IS community to consider the use of cognitive neuroscience-based theories and tools to broaden and enhance IS research. In this seminar, I will introduce basic knowledge and methodology in cognitive neuroscience.

BIODATA:

Mr. Zhang Zhensheng is a Ph.D. candidate of the Department of Information Systems in the School of Computing at National University of Singapore (NUS). His research interests include NeuroIS, Neuromarketing, Human-Computer Interaction, Mobile Commerce, etc.