NATIONAL UNIVERSITY OF SINGAPORE

School of Computing

IS Teaching SEMINAR

Title: **Designing for Emotions and How NeuroIS Can Help**

Speaker: Ms. Upasna Bhandari, Ph.D. Candidate

Date/Time: 16 September 2016, Friday, 10:30 AM to 12:00 PM

Venue: Executive Classroom, COM2-04-02

Chaired by: Mr. Xixian Peng
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ABSTRACT:

Studies on emotions have become increasingly popular in information systems research. This is the result of increasing focus on user experience along with the functionality for successful adoption/continuous use of IT systems. Along with this, weaknesses of subjective measurements have also been highlighted in the measurement of emotions. It has been titled as 'biased', 'driven by experimenter' and ineffective in capturing immediate responses to stimuli. This teaching seminar aims to bring together these two popular streams of research and highlight the importance of NeuroIS as a potential bridge between the two. Both advantages and shortcoming of NeuroIS are discussed to make for an effective discussion. A small exercise is done to understand standard post processing stages of data collected using electrodermal activity (EDA). Some electrodes commonly used for this method are also shown during the seminar.

BIODATA:

Ms. Upasna Bhandari is a Ph.D. candidate at the Department of Information Systems, School of Computing, National University of Singapore (NUS). She holds a Master's and Bachelor's degree in Computer Science from Delhi Technological University, India. She has worked with top I.T. firms like Infosys (India), Tata Consultancy Services (India) before starting her Doctorate and has been a visiting researcher at Mannheim University (Germany). Her research interests include 'NeuroIS in consumer judgments and decision making', emotional design and diffusion of ICT in underprivileged communities.

FACULTY DISCUSSANT: ASSOC PROF TAN CHUAN HOO
STUDENT DISCUSSANT: MR. XIXIAN PENG