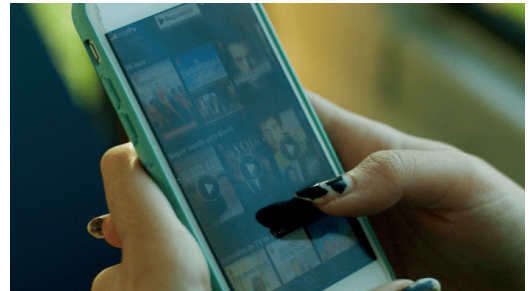




# Audience, neuromarketing and big data



**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

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

**Edorta Arana Arrieta** UPV/EHU - Irakaslea

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

**Ana Moya Cañas** Tecnalía - Tecnalía

**Erlantz Loizaga Garmendia** Tecnalía - Tecnalía

**Sara Sillaurren Landaburu** Tecnalía

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## 22-10-2020

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

**Beatriz Narbaiza Amillategi** UPV/EHU

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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

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## Directed by



### **Edorta Arana Arrieta**

UPV/EHU

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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**

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**Anaitz Goia Imaz**

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**Erlantz Loizaga Garmendia**

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**Ana Moya Cañas**

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**Beatriz Narbaiza Amillategi**

UPV/EHU

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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**

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**Sara Sillaurren Landaburu**

Tecnalia

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# 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