Sammy Ofer School of Communications

Cordially invites you to a lecture by

Mr. Danny Moskowitz

On:

Mind Genomics

The democratic science of the everyday opportunities for experiential learning and for a ‘wiki of the mind’

Tuesday, November 18th 2014, at 12:00pm

Room C228, Arazi-Ofer Building

Abstract:

Mind Genomics creates an archival and action-oriented database for knowledge about how people think about the aspects of their daily life. Mind Genomics is used by business to drive 1:1 sales and marketing, and by social research to understand what is important, and what should be communicated to citizens of a country for socially relevant issues. Mind Genomics offers the opportunity for professionals and non-professionals, students, laypeople, all to enter into ‘experiential learning’ where they study the reactions of people, in depth, through systematic, easy-to-do, web-based experiments. The combined effort creates an unparalleled ‘wiki of the mind.’

Relevant background material for Mind Genomics can be found in this link:
https://www.dropbox.com/sh/dagklyq49jz5d6p/AACNWhPHflvv1drQ1XDiSm8sa?dl=0

The lecture will be conducted in English