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| 1. Record Nr. | UNISALENTO991002153179707536 |
| Titolo | Numerical treatment of differential equations [e-book]: proceedings of a conference, held at Oberwolfach, July 4–10, 1976 / edited by R. Bulirsch ... [et al.] |
| Pubbl/distr/stampa | Berlin : Springer, 1978 |
| ISBN | 9783540359708 |
| Descrizione fisica | 1 online resource (xii, 224 p.) |
| Collana | Lecture Notes in Mathematics, 0075-8434 ; 631 |
| Altri autori (Persone) | Bulirsch, R. |
| Disciplina | 510 |
| Soggetti | Mathematics |
| Lingua di pubblicazione | Inglese |
| Formato | Risorsa elettronica |
| Livello bibliografico | Monografia |

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| 2. Record Nr. | UNINA9910300042603321 |
| Autore | Nemorin Selena |
| Titolo | Biosurveillance in New Media Marketing : World, Discourse, Representation // by Selena Nemorin |
| Pubbl/distr/stampa | Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2018 |
| ISBN | 9783319962177 3319962175 |
| Edizione | [1st ed. 2018.] |
| Descrizione fisica | 1 online resource (235 pages) |
| Disciplina | 658.80019 |
| Soggetti | Communication Digital media Technology - Sociological aspects Culture - Study and teaching Telemarketing Internet marketing Technology - Philosophy Media and Communication Digital and New Media Science, Technology and Society Cultural Theory Digital Marketing Philosophy of Technology |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Nota di contenuto | 1. Introduction: Advertising Futures -- 2. A Theory of Manipulation: Critical Perspectives -- 3. The Emergence of Neuromarketing -- 4. The Discursive World of Neuromarketing: For Whom Are These Technologies Working? -- 5. Structures of Understanding -- 6. Worldlessness: The Brain as 'Buy Button' -- 7. Poor in World: Augmenting Animality -- 8. World-Forming: The Agentic Consumer -- 9. Self-Determination and Implications of Mining the Brain. |
| Sommario/riassunto | Advertising has long been considered a manipulator of minds and has |

increased significantly in coercive power since the emergence of research in behavioural psychology. Now with the deployment of neuro-physiological imaging technologies into market contexts, companies are turning to neuromarketing to measure how we think and feel. Data driven models are being used to inform advertising strategies designed to trigger human action at a level beneath conscious awareness. This practice can be understood as a form of consumer biosurveillance: but what is behind the hype? What are the consequences? Biosurveillance in New Media Marketing is a critical reflection on the role that technology is playing in the construction of consumer representations, and its encroachment into the internal lives of individuals and groups. It is a work that examines the relationship between neuromarketing practitioners and machines, and how the discourses and practices emerging from this entanglement are influencing the way we make sense of the world.
