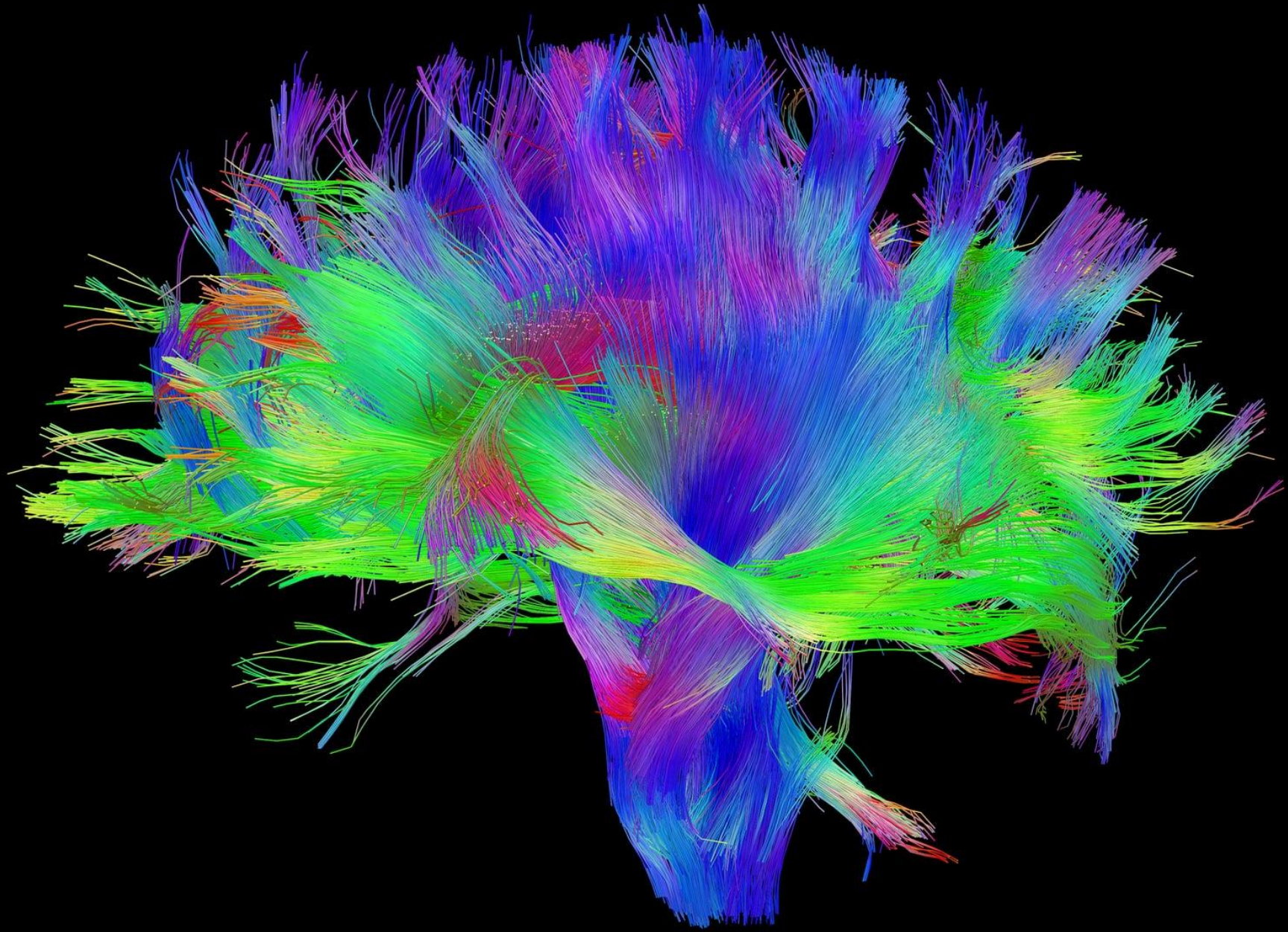


Le neuroscienze applicate alla vita reale

Settembre 2022

CHRISTIAN CALDATO





Etienne KLEIN ✓
@EtienneKlein · Follow



Photo de Proxima du Centaure, l'étoile la plus proche du Soleil, située à 4,2 année-lumière de nous.

Elle a été prise par le JWST.

Ce niveau de détails... Un nouveau monde se dévoile jour après jour.



Etienne KLEIN ✓
@EtienneKlein

...

Je viens présenter mes excuses à ceux que mon canular, qui n'avait rien d'original, a pu choquer. Il voulait simplement inciter à la prudence vis-à-vis des images qui semblent éloquentes par elles-mêmes. La blague d'un scientifique lepoint.fr/tiny/1-2485344 #Astronomie via @LePoint

Le neuroscienze sono
l'insieme degli studi
scientificamente condotti
sul sistema nervoso.

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PSICOLOGIA

FISIOLOGIA E ANATOMIA

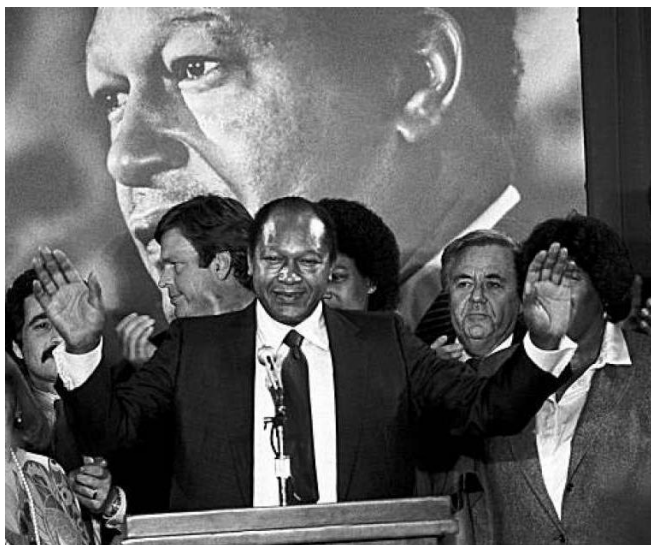
MATEMATICA E STATISTICA

GENETICA

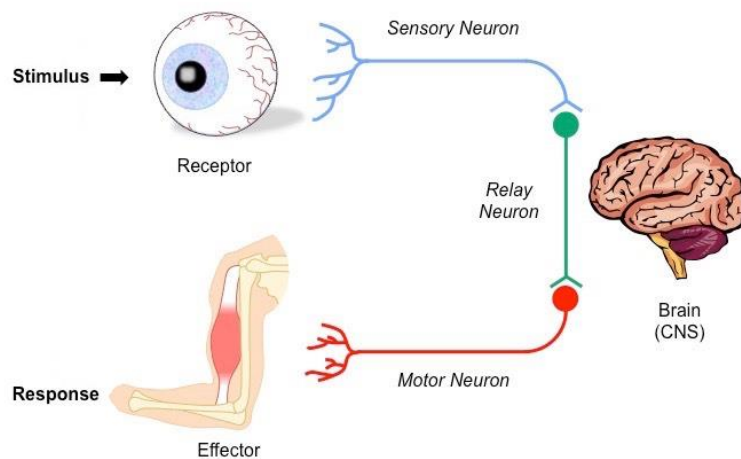
BIOLOGIA

CHIMICA/FISICA

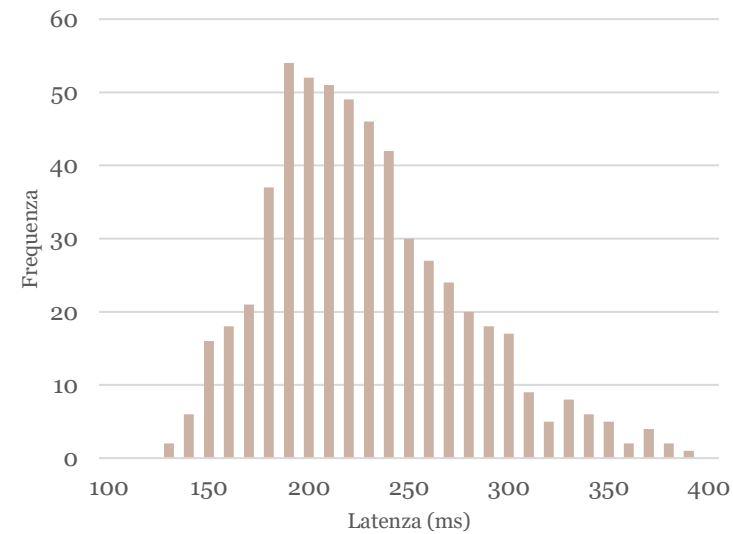
(MOLECOLARE, EVOLUZIONISTICA,
CELLULARE E/O DELLO SVILUPPO,
BIOCHIMICA)



PSICOLOGIA



FISIOLOGIA E ANATOMIA



MATEMATICA E STATISTICA

Le neuroscienze sono l'insieme degli studi **scientificamente condotti** sul sistema nervoso.

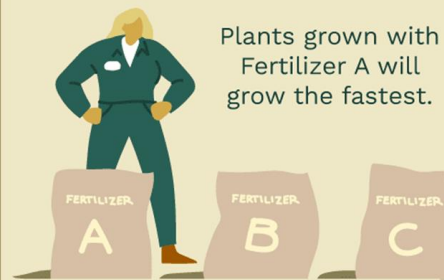
Steps of the Scientific Method



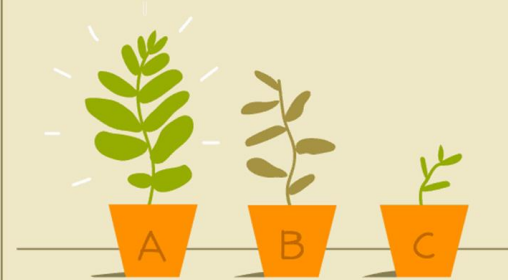
Observation



Question



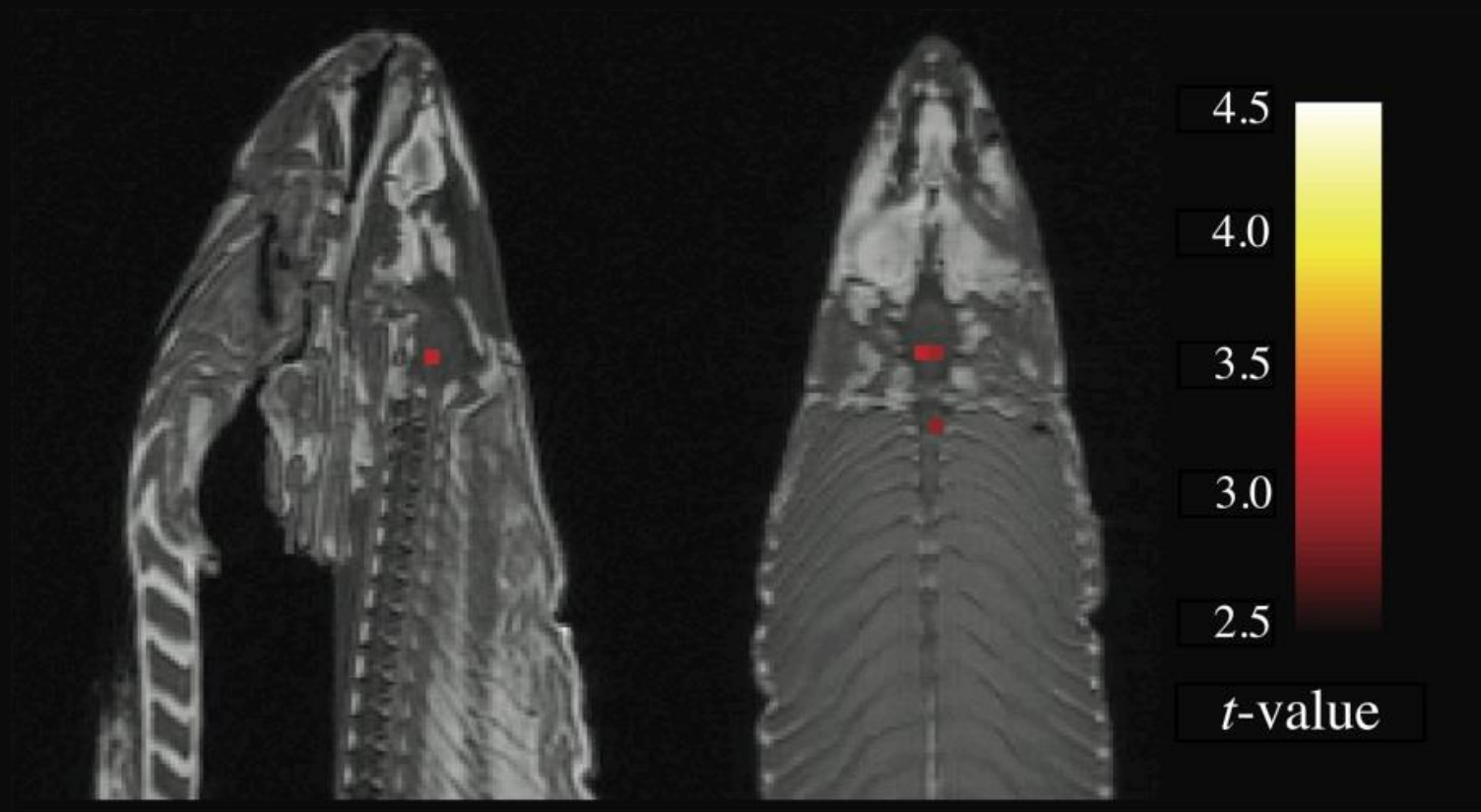
Hypothesis



Results



Conclusion



Le neuroscienze sono
l'insieme degli studi
scientificamente condotti
sul sistema nervoso.



Lamborghini

Applicazioni reali

Contesti

MARKETING

Quale prodotto comunica in modo più efficace il **concetto di biologico**?



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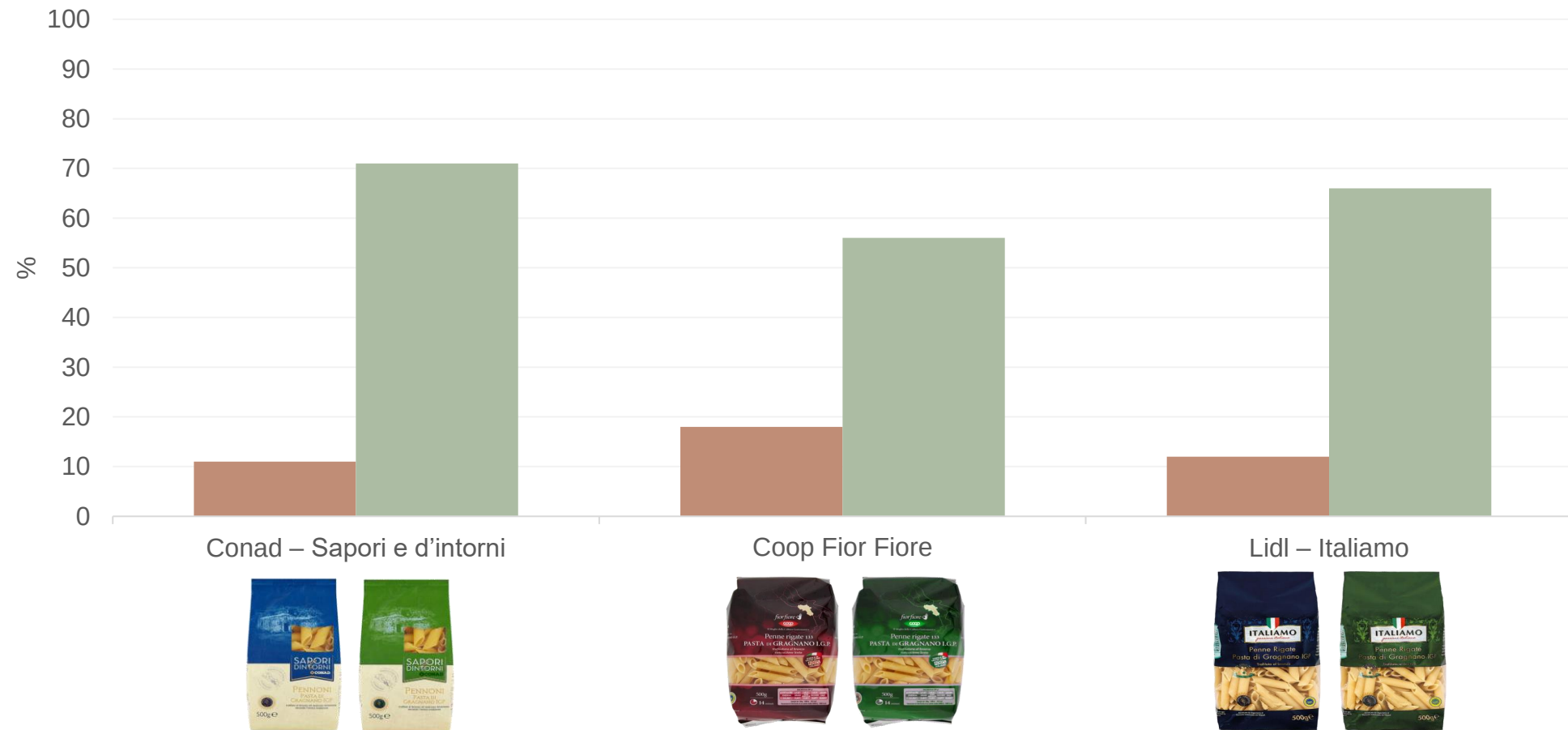
Cosa succede se modifichiamo il packaging?



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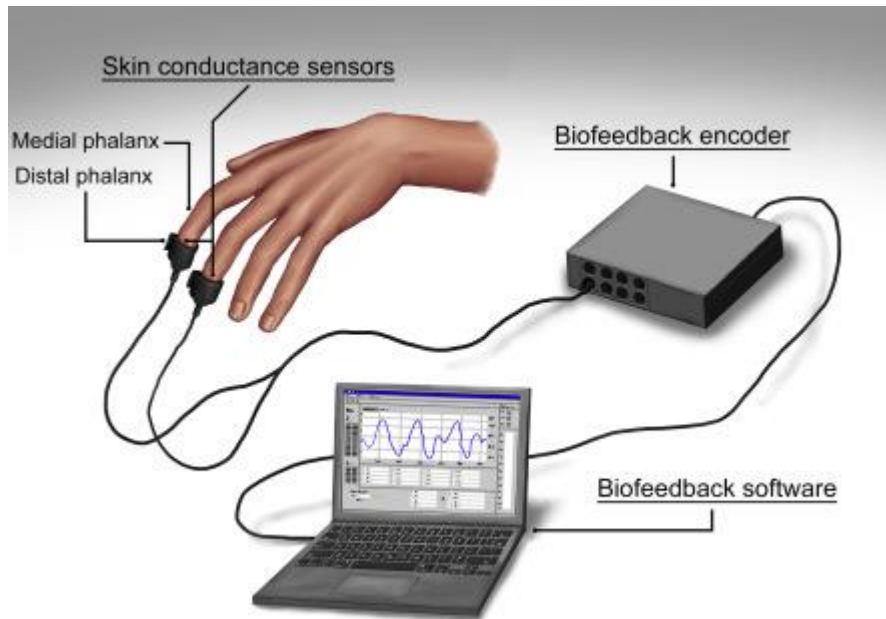


Contesti

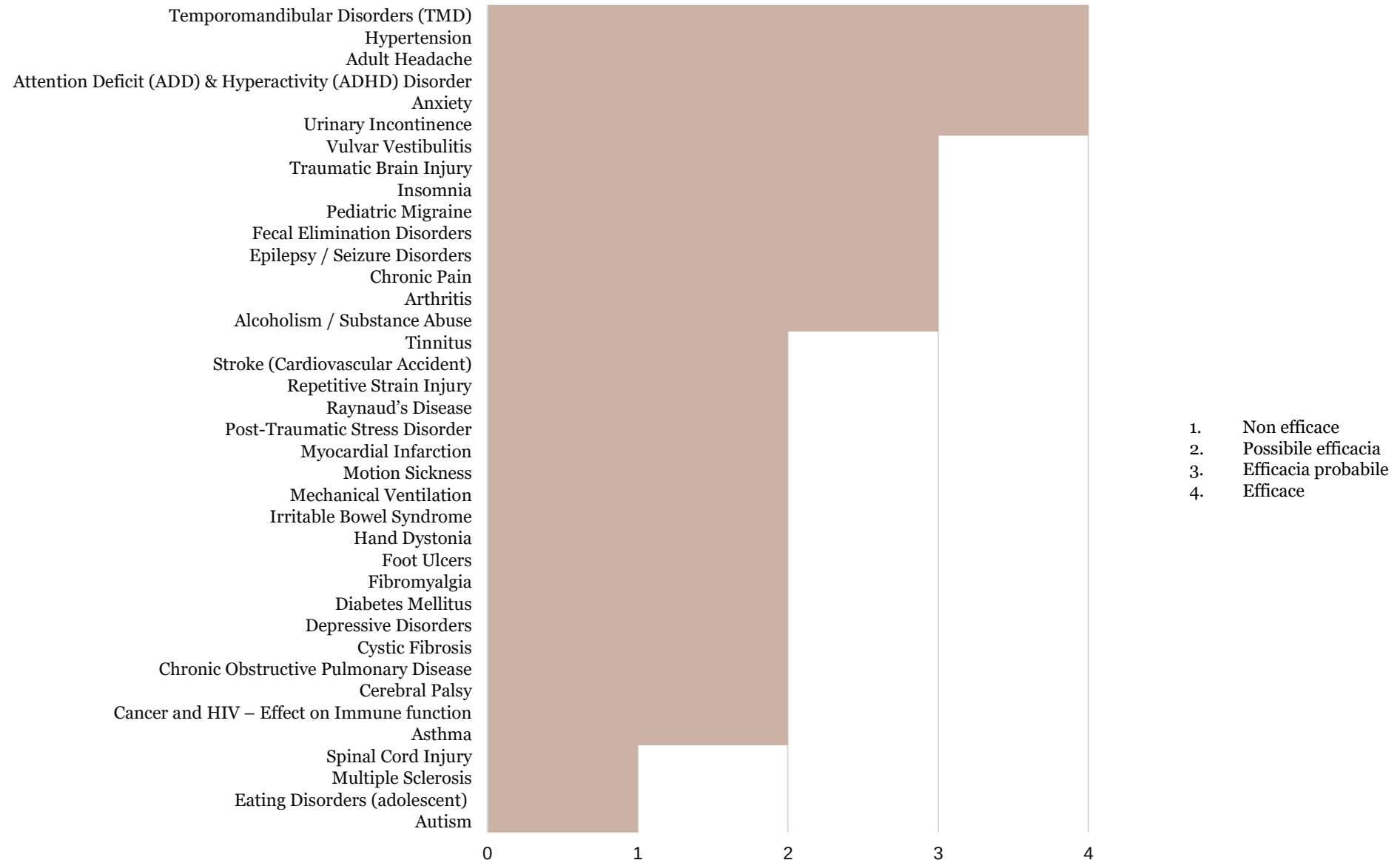
MARKETING

EMPOWERMENT

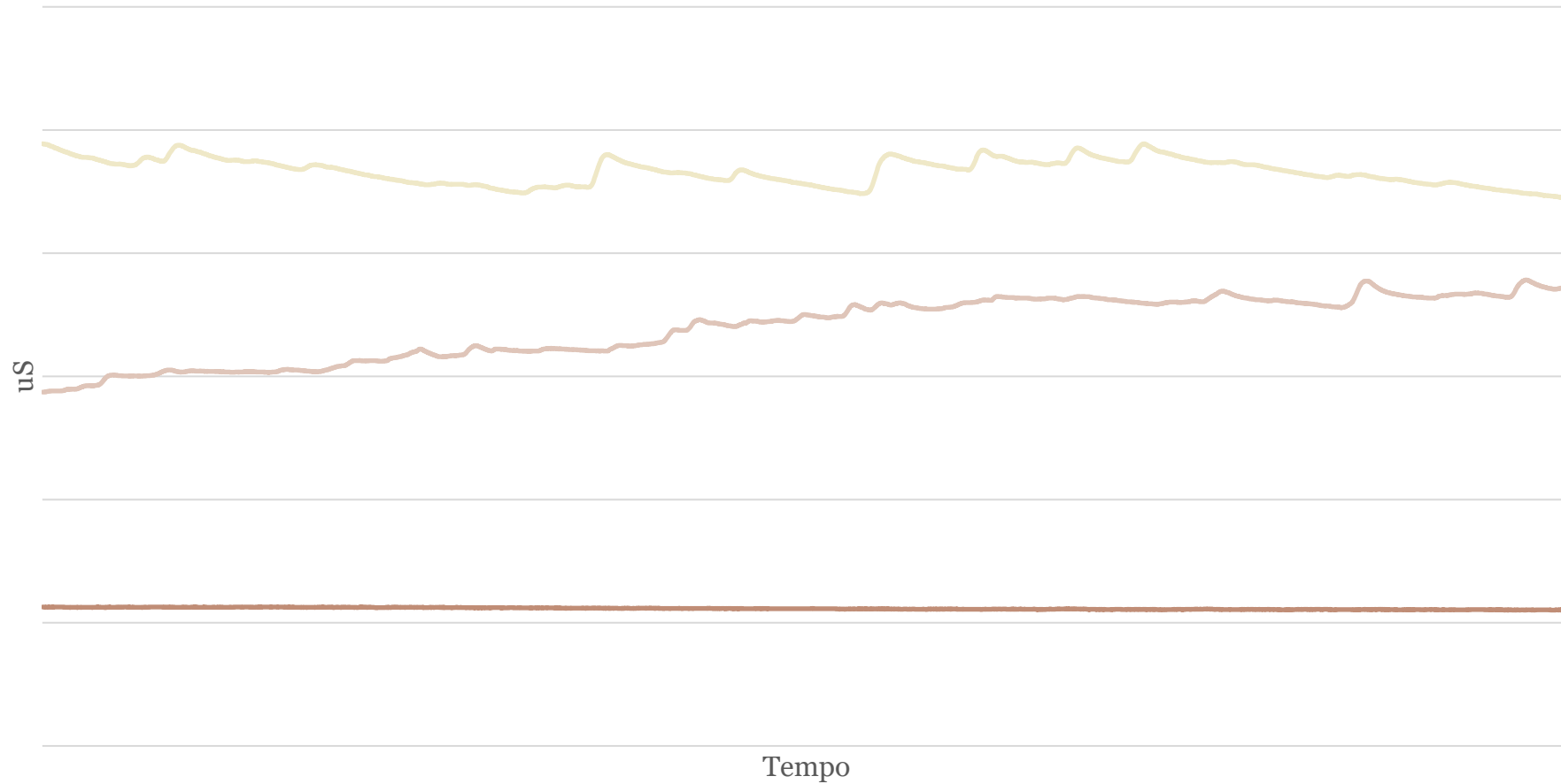
Cosa succede se mostriamo i **parametri** alle persone in **tempo reale**?



Cosa dice la **letteratura**?



Cosa succede **realmente** nel quotidiano?



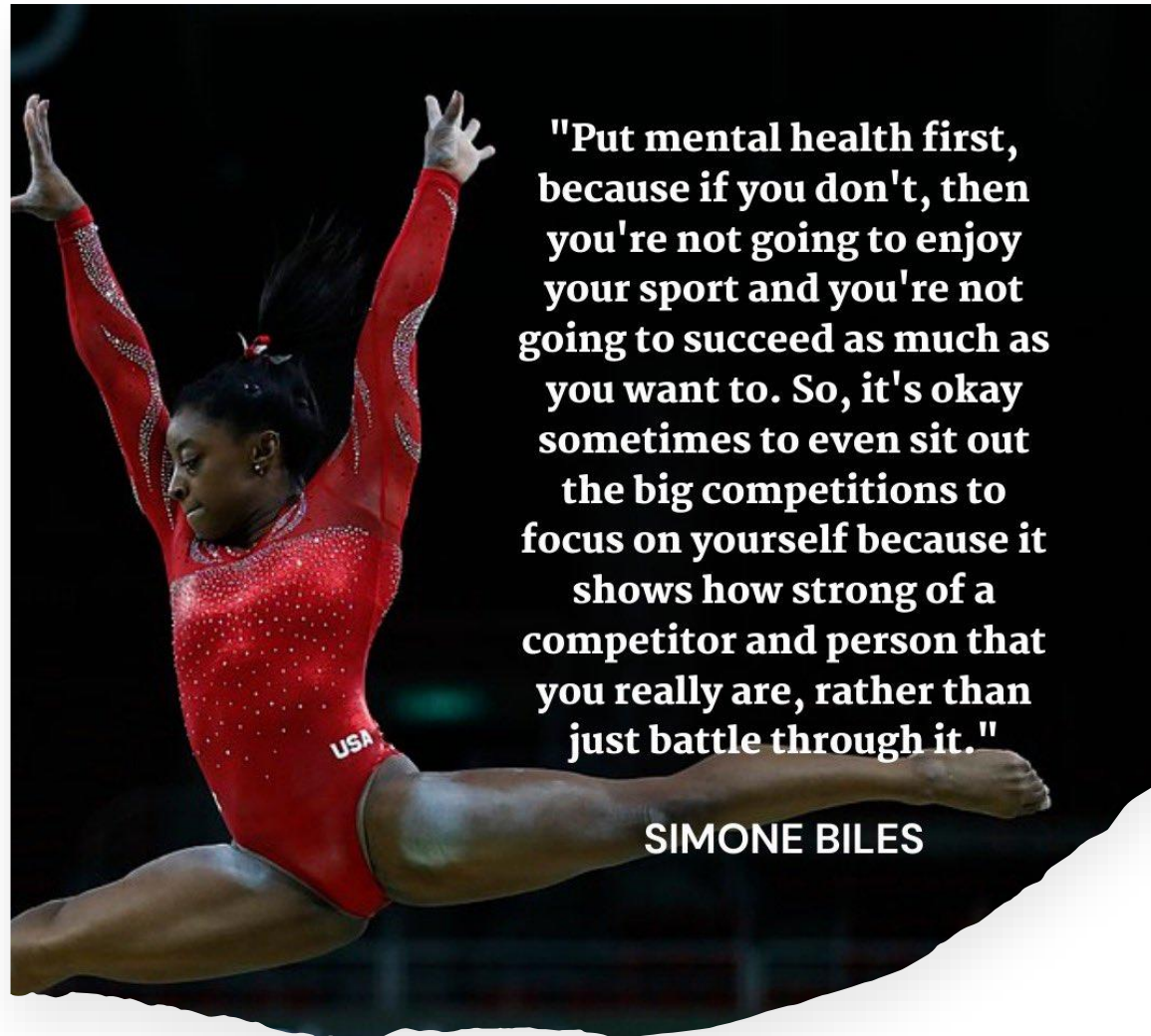
Contesti

MARKETING

EMPOWERMENT

SPORT

Come si lavora sugli **aspetti psicologici nello sport?**



"Put mental health first, because if you don't, then you're not going to enjoy your sport and you're not going to succeed as much as you want to. So, it's okay sometimes to even sit out the big competitions to focus on yourself because it shows how strong of a competitor and person that you really are, rather than just battle through it."

SIMONE BILES

Cosa dice la **letteratura**?

Biofeedback
Volume 39, Issue 3, pp. 92–94
DOI: 10.5298/1081-5937-39.3.02

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www.aapb.org

SPECIAL ISSUE

Managing the Stress Response: The Use of Biofeedback and Neurofeedback with Olympic Athletes

Margaret Dupee, MA, BCB, and Penny Werthner, PhD

University of Ottawa, Ontario

A Preliminary Study on the Relationship Between Athletes' Ability to Self-Regulate and World Ranking

Margaret Dupee, PhD (cand.),¹ Penny Werthner, PhD,² and Tanya Forneris, PhD¹

¹School of Human Kinetics, University of Ottawa, Ottawa, Canada; ²Faculty of Kinesiology, University of Calgary, Calgary, Alberta, Canada.

Keywords: elite athletes, self-regulation, psychophysiological stress response profiling

International Journal of Sport and Exercise Psychology
Vol. 9, No. 3, September 2011, 251–266



The effect of biofeedback on tennis service accuracy

Shaun M. Galloway*

Sports Med
DOI 10.1007/s40279-015-0319-6

SYSTEMATIC REVIEW

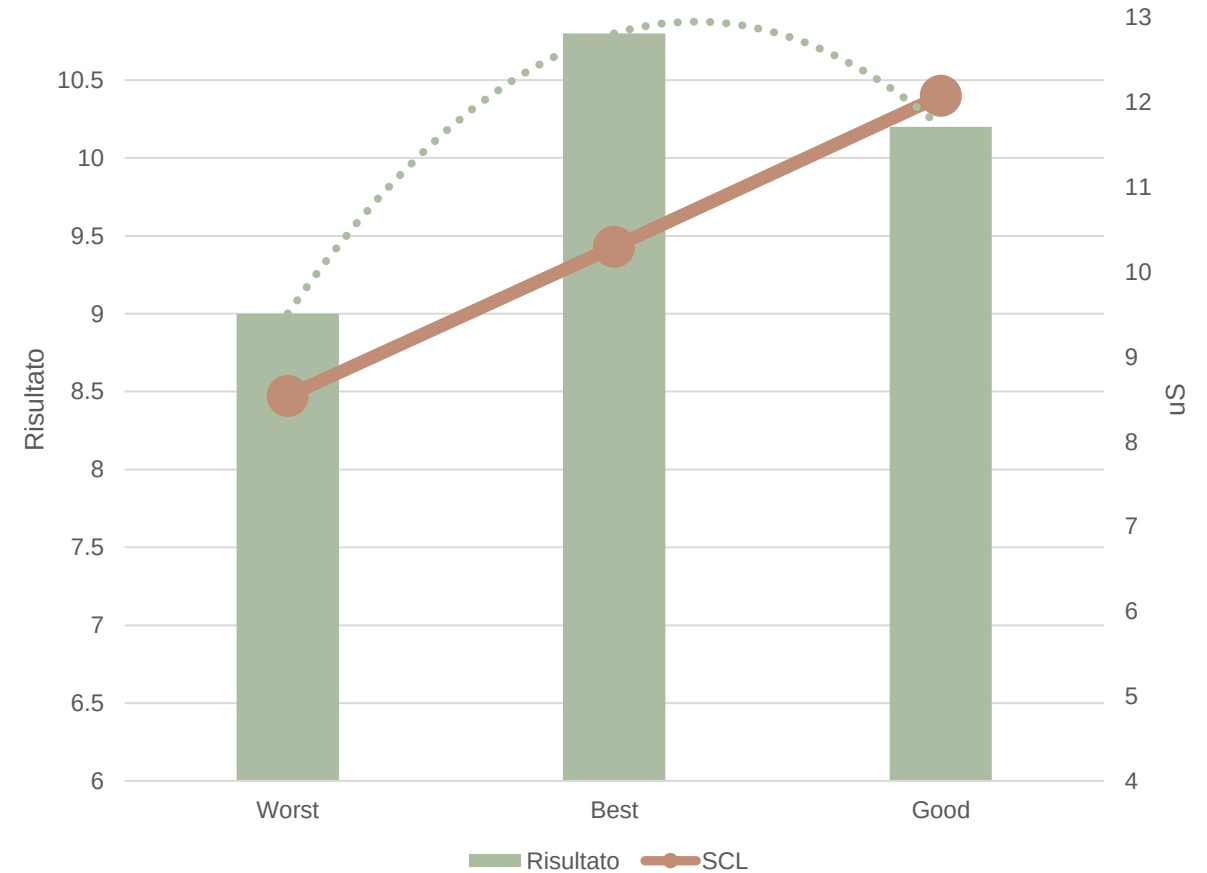
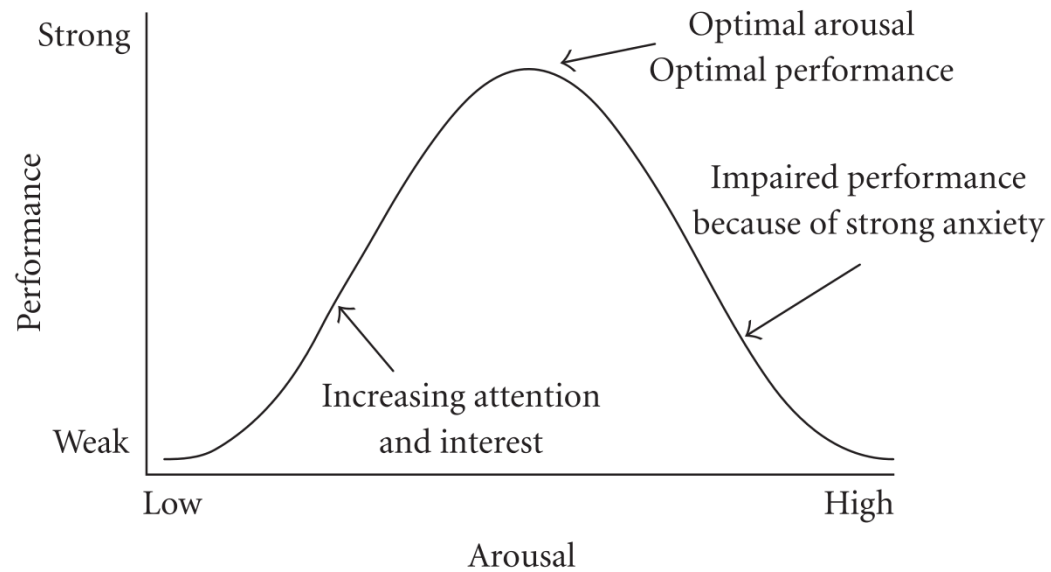
Psychological Determinants of Whole-Body Endurance Performance

Alister McCormick · Carla Meijen ·
Samuele Marcora

Prestart Psychophysiological Profile of a 200-m Canoe Athlete: A Comparison of Best and Worst Reaction Times

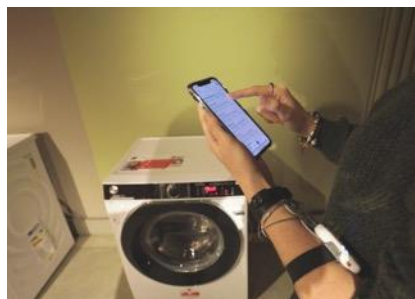
Sommer Christie, PhD (CAD), and Penny Werthner, PhD

Cosa succede **realmente** **sul campo?**



Alcune nostre ricerche

Haier – Lavatrici/Purificatori



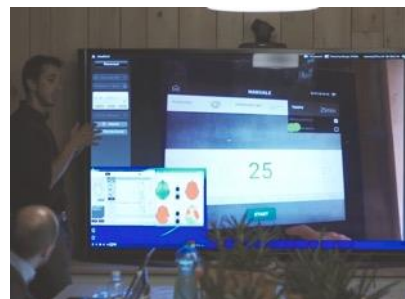
Bulgari – Sito web mobile



Nexi - Bancomat



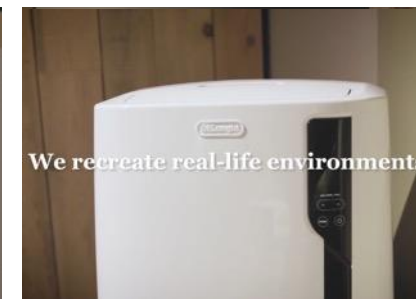
Candy – Forno Touch



Intesa San Paolo - Museo



De'Longhi – Remote controller



Intesa San Paolo – Ultima cena



Lamborghini - Evento



UCI Cinemas - CX



SAVE – Venice airport



Vodafone – Interazioni



De'Longhi – Prototipo



Research - Packaging



OVS - Store



Unifarco – creme viso



Autogrill - CX



Clicca sulle immagini
per accedere ai video.

