

## Naturalistic Neuroimaging In Communication Science

Richard Huskey<sup>1,2,3,4</sup>

<sup>1</sup>Cognitive Communication Science Lab, Department of Communication, University of California, Davis

<sup>2</sup>Cognitive Science Program, University of California, Davis

<sup>3</sup>Designated Emphasis in Computational Social Science, University of California, Davis

<sup>4</sup>Center for Mind and Brain, University of California, Davis

Communication scientists have long been interested in understanding communication's biological substrates. Path-breaking efforts have used state-of-the-art techniques to investigate the peripheral and central nervous system responses associated with communication processes. Innovative paradigms, many using multimedia and video game stimuli, have resulted in rapid advances in our understanding of core communication phenomena. At the same time, new developments have radically reduced the costs associated with collecting neural responses, making it easier (and more affordable) for researchers to collect neuroimaging data rapidly, and simultaneously, among multiple (interacting) participants. In this workshop, I will present a lecture motivating naturalistic neuroimaging in communication science. Subsequently, I will present a demo showcasing how low-cost tools can be used to gather neuroimaging data in naturalistic settings.

### Agenda:

Lecture: Naturalistic Neuroimaging in Communication Science (1 hour)

Questions and Answers (15 minutes)

Break (15 minutes)

Demo: Collecting Naturalistic Neuroimaging Data Using Muse EEG (1.5 hours)