

## Fiona Utilises NovaMynd for Global Media Research

Background: Fiona, a university researcher, focuses on understanding emotional reactions to media content across diverse cultures.

### Solution with NovaMynd:

- Enterprise Agreement: Fiona sets up an enterprise agreement with NovaMynd to facilitate a large-scale study with hundreds of participants globally.
- Study Setup: She equips participants with NovaMynd EEG headbands and uses the platform to monitor their reactions to media content in real-time.
- Interactive Media: In some instances, Fiona configures NovaMynd to alter the media playback based on each participant's EEG feedback, personalising the experience.
- Efficient Implementation: The setup and testing of the solution are completed within a few hours, ready for global engagement and data collection.

### Outcomes:

Comprehensive Data Analysis: Fiona analyzes the EEG data in relation to the media content, gaining valuable insights into emotional responses across cultures.

Innovative Research Approach: The study highlights the potential of using neurofeedback in media research, contributing to groundbreaking findings in the field.

This solution illustrates how NovaMynd can be effectively used in academic research, offering powerful tools for real-time data collection and analysis on a global scale.

