A Synthesis on Flow in the Metaverse for Branding and A Neuroscience Study of Flow Experience in Video Gaming using Electroencephalogram (EEG)

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Please register HERE by 25 February 2024.
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ABSTRACT

An optimal experience termed flow can be experienced by users who are deeply absorbed and immersed in human-computer interaction. In this two-part seminar, I will first present a synthesis of the literature on factors and affordances contributing to flow experience in the metaverse for branding. Next, I will present a neuroscience-based experiment that identifies the neural correlates of flow experience in video gaming using electroencephalogram (EEG). With a better understanding of how designers can induce flow experience in human-computer interaction and a neuroscience approach to assess moment-to-moment flow experience of users in usability evaluation, system designers can be more effective in designing for the flow state, adapting their system to the flow experience of users, and assessing the effects of different design elements and interfaces based on the flow experience of users, which could help to maximize the marketing and branding effectiveness of their systems.

SPEAKER

Fiona Nah is a Professor in the Department of Media and Communication and an Affiliate Professor in the Department of Information Systems at City University of Hong Kong. She is the Convenor of the Brain Research Cluster in the College of Liberal Arts and Social Sciences at City University of Hong Kong. She is one of the world’s top 2% most influential researchers based on both her single-year and career-long citations, according to a study by Stanford University (https://data.mendeley.com/datasets/btchxktzyw/6). She is the Editor-in-Chief of the Association for Information Systems (AIS) Transactions on Human-Computer Interaction. She holds a Ph.D. in Business Administration with a specialization in Management-Computer Interaction. She received her B.Sc. (Hons) and M.Sc. in Computer and Information Sciences from the School of Computing at National University of Singapore. Her research interests include human-computer interaction, computer-mediated communication, NeuroIS, and applications of technology to education.