

**RESEARCH WORKSHOP: FRIDAY, DECEMBER 5, 8:30 A.M. – 1:00 P.M.**

## **Applications of the MouseTracker Research Tool**

**Jon Freeman, PhD, New York University**

MouseTracker is a freely available, software package that allows researchers to record and analyze hand movements traveling toward potential responses on the screen. By looking at the dynamics of how participants' hand movements settle into a response alternative--and how they may be partially pulled toward other alternatives--researchers glean valuable information about real-time cognitive processing. More at [psych.nyu.edu/freemanlab/mousetracker](http://psych.nyu.edu/freemanlab/mousetracker)

MouseTracker is mostly used by psychologists, neuroscientists, sociologists, and linguists. Increasingly there is interest in it from marketing and design researchers in applications such as consumer choice modelling, managerial cognition, product perception, and more.

In this seminar Freeman will review this research tool, its potential applicability to various disciplines, and will walk through the software and some of the mechanics of research design and execution. Workshop will be useful for researchers, practitioners, and grad students in various disciplines.



**Jon Freeman** is Assistant Professor of Psychology at New York University and director of the Social Cognitive & Neural Sciences Lab. He received his Ph.D. from Tufts University and was on the faculty at Dartmouth College before coming to NYU in 2014. Broadly, his research focuses on the cognitive and neural basis of person perception. He studies the mechanisms underlying basic ways we see and understand other people, including social categories and group membership, personality traits, and emotion.



**Agenda:** 8:30 – 9:00 Meet & Greet (bagels and coffee)

9:00 – 12:00 Workshop

12:00 – 1:00 Discussion + Brown bag lunch (BYO)

**Location:** 1900 SW 4th Ave., Portland, Oregon, 97201 / Room LL 55-02

**Fees:** General: \$75, Faculty: \$35, Students: \$10 (\$10 surcharge for walk-ins)

**Registration:** [PSU Box Office Online](http://www.pdx.edu/boxoffice)

or go to [www.pdx.edu/boxoffice](http://www.pdx.edu/boxoffice) and search for event