



## **Stockton College Seeks Participants for Paid Marketing Research Project**

### **Study of Brain Activity While Watching Advertisements to Begin in April**

#### ***For Immediate Release***

Thursday, March 28, 2013

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**Galloway Township, NJ-** The School of Social and Behavioral Sciences at The Richard Stockton College of New Jersey is looking for participants in a paid research project that will examine activity that occurs in the brain when people view advertisements.

The project's goal is to learn more about the brain activity that occurs when people view advertisements that affect their decisions to purchase products.

To participate, you must be right-handed and between the ages of 24 and 40. All participants will have their brain activity recorded with electroencephalography (EEG) as they watch commercials. EEG records activity from the brain by placing sensors on the scalp.

The research, expected to begin in early- to mid-April, will be conducted in a single session lasting approximately 1.5 hours. Participants will be compensated \$40 for their involvement. All data collection will be done on the Stockton campus at 101 Vera King Farris Drive, Galloway.

The research project, The Brain's Response to Advertisements, is being conducted by Dr. Jessica Fleck, associate professor of Psychology, in conjunction with researchers from Temple University's Fox School of Business.

Dr. Fleck has been a member of the Psychology program at Stockton since 2006 and has conducted numerous research projects exploring brain health throughout the lifespan and the creative brain.

For more information or to participate, contact Dr. Jessica Fleck at 609-626-3489 or [Jessica.Fleck@stockton.edu](mailto:Jessica.Fleck@stockton.edu)

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