

Neuromarketing: Ethische aspecten

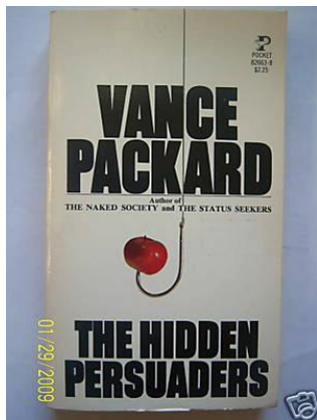
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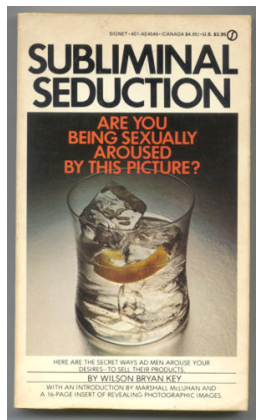
De Nieuwe Liefde, Amsterdam, 25 november 2014

Geschiedenis neuromarketing

- Fraude, bedrog, commercie.



1957



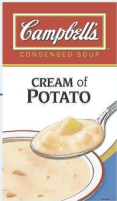
1970

Recente successen

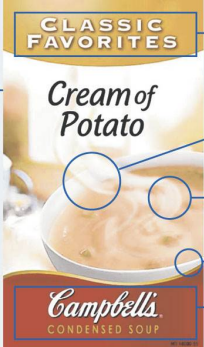
- ▶ Veel zogenaamde “neuromarketing” is helemaal geen neuromarketing.
- ▶ Vb: Campell-soep. Gebaseerd op interviews, niet op hersenscans o.i.d.

New and Improved . . . Labeling!
Campbell Soup used biometrics to analyze consumers' response to their label and changed the packaging to reflect their preferences revealed by the study.

Old shelf label



New label



The different varieties of soup were color-coded to help consumers distinguish them more easily.

Steam was added because people indicated they felt more emotionally engaged if the soup looked warm.

The spoon was removed. People thought it was unnecessary and had little emotional response to it.

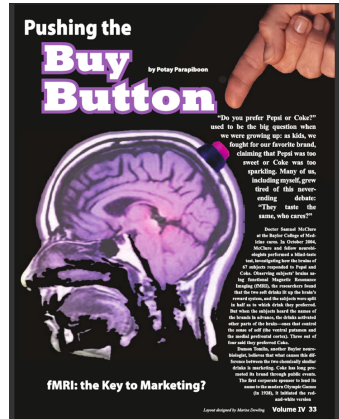
The bowl was updated.

Eyetrack studies showed when the logo was placed at the top it drew too much attention and the red background also made all the labels look too similar.

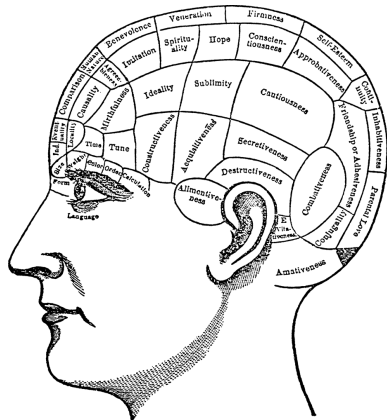
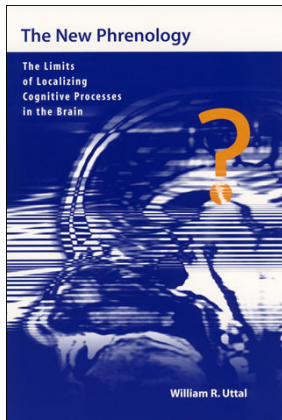
Source: the company

Fundamentele fout

Gesimplificeerd beeld hersenen/psychologie.



De nieuwe schedelknobbelleer



De werkelijkheid

- ▶ Aankoopbeslissingen zijn ingewikkeld.
- ▶ Er zijn geen duidelijke correlaten in de hersenen.

Fundamentele remedie

- ▶ Probeer hersenactiviteit niet in (volks)psychologische termen zoals “aankoopbeslissingen” en “begeerte” te duiden.
- ▶ In plaats daarvan: multi-voxel pattern analysis (MVPA) van fMRI-data e.d.

Ethisch advies

- ▶ Neuromarketing is hoe dan ook gericht op ons reptielenbrein, niet op ons verstand.
- ▶ Commercial Alert (Ralph Nader) 2003: sinister, doet denken aan gedachtenspoeling, de KGB en Noord-Korea.
- ▶ Advies: zowel onderzoek als toepassingen verbieden.