

## Consultancy

The facilities and expertise in the laboratory can be offered as a consultancy service to other academics or external (commercial / industry) interests.

Interested parties wishing to discuss such opportunities should contact Dr Jason Braithwaite in the first instance ([j.j.braithwaite@bham.ac.uk](mailto:j.j.braithwaite@bham.ac.uk)) (<mailto:j.j.braithwaite@bham.ac.uk>). Previous examples include; methodological advice / statistical advice for experimenters, experimental design, signal analysis protocols for psychophysiological measures, emotional reactions to aversive stimuli, market research on the psychophysiological reactions to specific products, designs, packaging, advertising, multimedia devices, human-computer interaction, webpage design, advert design, etc.