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CALL FOR PAPERS

The Social Brain and Connective Intelligence

Communication and Decision-making Processes

Thematic Editors

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Focus

Applications from Neurosciences to other scientific fields and specifically to the social sciences have been done for over ten years. The best known are the investigations of Damasio on the ability of emotions to access and organize information, Lakoff's research on neurolanguage and its derivations to political action, Schreider's neuropolitics or applications of mirror neurons to the voting decision process, or also experiments around the topic of "neuromarketing / neuroshopping", and the relationship between brain, advertising and choice purchasing carried out in laboratories Iacoboni at UCLA, to name a few.

The conclusions of neurosciences and related sciences are radically changing everything on access for individuals to information and knowledge. We are interested in the conclusions of these cutting-edge science regarding the basic organization of social communication: for example the idea that the environment is not a structure imposed from the outside but a creation of living beings themselves, or how the network model manifests and expresses a "distributed intelligence", a "swarm intelligence" or "connective intelligence", with its neural leads to the extent that the communicative act is not a simple message transfer but an interaction of codes with commonalities.

This has exponentially been sponsored by the advent of Information and Communications Technologies (ICT). In fact, it would not be too much to say that the "connective intelligence" embodies the best way of thinking and relating in the new network society, because it establishes a simultaneous and significant connectivity between multiple users, according to

the diagrams “one-many”, “many-one”, or “many-many”, because it drives a playful interactivity between users, because it replaces the variable “geographical proximity” for that, typical of cyberspace, where the connection is established based on interests and shared preferences and because it seeks to accelerate the synergy of the decentralized knowledge processes.

The objective of this CFP is to promote research that contributes to the understanding of how the social brain or connective intelligence affects the functioning of the process of creating an opinion, setting behaviors, changing perception, attitudes and habits, and as derivatives, understanding how public opinion is formed, how purchasing or voting decisions are established.

Topics

- Access to channels of information and knowledge
- Formats derived on education and training
- The creation process of Public Opinion
- The configuration of behavior in current society
- The change of perception and the evolution of attitudes and habits
- The process of Purchase decision-making
- Mass Media and voting choice
- Entertainment and leisure channels in the hyper-connected society
- Uses and effects of Information and Communications Technologies in decision-making process
- Social Networking and opinion configuration process
- New strategies and trends in the field of Neurocommunication and Neuromarketing
- Neuropolitics and new communication strategies in the electoral field
- Research proposals in the context of applications of neuroscience to Social Sciences (Economics, Psychology , Education, Politics, Law ...)

As priority, research papers on communication and education are requested, especially the intersection of both: media education, media and educational resources, educational technology, computer and telematic resources, audiovisual technology... and also reports and studies on these same subjects are accepted.

Issues

1. Accurately predicting consumer behavior becomes critical for decision-making. What is the current state of development studies in that line in your country? Which methodologies are applied in different fields related to Neurocommunication, Neuromarketing, Mind theory or particular network theory and communication (advertising, marketing, corporate communications and the like) in general? What are the new trends and challenges faced by studies related to information and behavior in the 21st. century?
2. There is a broad scientific base that supports the relationship between Neurosciences and Social Sciences, Economics, Psychology, Politics, Communication, Sociology or Law (Neuroeconomics, Neuropsychology, Neuromarketing, Neurocommunication, etc.). What diffi-

culties arise today for studies using these relations? Are ethical issues related to experimental studies an insurmountable barrier to progress in this research? Which companies and institutions are conducting experimental work in the Neurocommunication field and to what extent do they promote the development of new research? Which kind of companies and countries use Neurosciences as the basis of their own organic and business development?

3. How to understand the possibilities that knowledge about the individual brain and the defined as collective intelligence (social brain) propose in the fields of application of the process of information, education, research, creating similar ideas? How will processes information, training and scientific understanding be in the immediate future? What to do regarding to informational or educational policies from these new perspectives?

4. Will these significant changes in applied communication, advertising strategies, policy or corporate communication in marketing, relations with customers, users and consumers affect the development of interfaces and commercial interaction tools and the like?

5. What major changes will occur in the use of social networks for access to information, training, knowledge development, processes of innovation or R&D? And throughout the educational system, what applications can be developed in the view of new intellection and information pathways, social networks and neurosciences?

About the Thematic Editors:

Dr. Jesús Timoteo-Álvarez (Spain) (jesus.timoteo@cqlp.es), is Professor of Communication and Journalism at the Complutense University of Madrid since 1976. Visiting professor at other universities in Europe and Latin America. Recognized expert in Communication Management, Organizational Communication, History of Political Communication and Marketing. Former Journalist in Agencias (UPI), Radio and Television (RTVE) between 1972 and 1982, Communication and Marketing Consultant since. Founder, in 1994, and President of the Agency "QuantumLeap & Partners Communication Consultants", based in Madrid. Founder, in 2005, and President of "ThinkCom: Institute of Strategic Thinking", recognized research group as part of R&D, based in the Complutense University of Madrid (www.thinkcom.es). R&D coordinator of two sponsored communication researches: one about "Neurosciences and Networking Theory", and other about "Monetization of Intangible Assets: Valuation and fitness for Balance of Intangible Assets in Organizations" with private funding for 2014-2017. ORCID: <http://orcid.org/0000-0003-0479-1738>

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Dr. Angel-L. Rubio-Moraga (Spain) (alrubio@ucm.es). PhD in Information Sciences by Complutense University of Madrid. He specializes in Information Technology, Internet and

Digital Journalism. He has published numerous articles on these subjects in particular on the roles and changes experienced in the figure of the journalist to the new digital challenge, as well as freedom of expression online, the exercise of the rights and duties of citizens on the Internet and evolution of the Information Society in Spain and the Nordic Area. He is currently part of several research projects on Communication and Research in the field of media and information society. Currently he serves as Professor of the History Department of Social Communication of the Complutense University of Madrid and has taught courses, seminars and doctoral degrees in numerous national and international universities. ORCID: <http://orcid.org/0000-0002-3943-846X>

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