## **Advanced Analytics Seminar Series on 27/01/2012**

**Seminar Title:** Application of real-time functional magnetic resonance imaging in

cognitive neuroscience

**Speaker:** Prof Li Yao, Beijing Normal University, China

**Date and Time**: 1:30pm to 3:00pm, the 27th of January 2012 (Friday)

Seminar Room: CC05.GD.02, UTS Blackfriars Campus (5 minutes walk from Tower

Building CB01 of UTS)

**Street Address**: 2-12, Blackfriars Street, Chippendale, NSW 2008 **Seminar Chairman:** Prof Longbing Cao (longbing.cao@uts.edu.au)

**Abstract:** The real-time fMRI (rt-fMRI) technique has been developed rapidly. Different from the conventional fMRI technique that analyzes data off-line, rt-fMRI permits simultaneous measurement, analysis and observation of brain activity. rt-fMRI-based neurofeedback has been suggested as a novel tool for the study of cognitive neuroscience and the treatment of neurological and psychopathological disorders. A variety of potential rt-fMRI applications have been proposed in mind reading and brain—computer interfacing.

**Short biography of the speaker:** Prof Yao's information is available from <a href="http://cist.bnu.edu.cn/showteacher.php?teacherid=37">http://cist.bnu.edu.cn/showteacher.php?teacherid=37</a>

## **Overview to This Seminar Series**

The Advanced Analytics Seminar Series presents the latest theoretical advancement and empirical experience in a broad range of interdisciplinary and business-oriented analytics fields. It covers topics related to data mining, machine learning, statistics, bioinformatics, behavior informatics, marketing analytics and multimedia analytics. It also provides a platform for the showcase of commercial products in ubiquitous advanced analytics. Speakers are invited from both academia and industry.

It opens regularly on every Friday afternoon at the garden-like UTS Blackfriars Campus. Each seminar is followed by a 30-minute afternoon tea, and then a open graduate study session teaching basic components in artificial intelligence, machine learning, data mining, business analytics and statistics.

You are warmly welcome to attend this seminar series.

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