

# Talking Neuroscience

Baroness Susan Greenfield  
Talks with Martyn Newman

# New findings in neuroscience

*The advent of the screen culture and digital culture might compromise emotional intelligence*

**Neuroplasticity:** How the brain adapts to its environment.

Experiences leave their mark on brain cell connections SO how individuals interpret the world is changing and updating all the time.

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# Changes....

*“If you’re not meeting people face to face then how you think and feel will be different to previous generations”*

Environments now more dominated by HEARING and VISION, not by the other senses. How you THINK and FEEL will be different to other generations.

Not better or worse BUT very complex

# A DIFFERENT KIND OF PERSPECTIVE ON THE WORLD

Shorter attention span: Because things are flashed up very quickly

Harder to have inter-personal skills: eg. Time for reflection, more about information versus knowledge and real understanding *if the premium is on responding immediately.*

Measures of identity: How you see yourself and how you see other people, in previous generations people were clearer about where the boundaries lay between themselves and others.

## A NEW TYPE OF CONSUMER

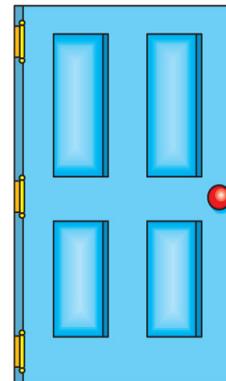
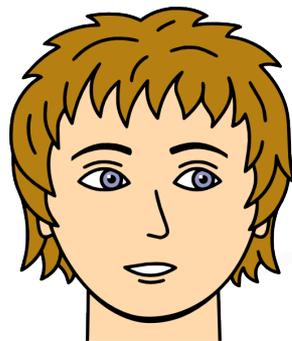
- People will need to feel more secure about themselves.
- People need to find meaning in what they do, not just have an experience.
- The importance of relationships; her research is showing a decrease in empathy and reduced ability to communicate effectively.

# Current data (2017)

Brain waves (EEG) tend to show a more exaggerated approach when a person looks at a face rather than a door.

People on the autistic spectrum tend not to show a different response; there is now a trend to people displaying more parallels between autistic like behaviours, there will be a similar response to a face and a door.

**HEAVY INTERNET USERS** tend to have the same inability to differentiate.



# Emotional Connections

There is an increasing focus on leaders looking for emotional and relationship skills **AS PART OF** the recruitment process; people who can establish emotional connections.

## 3 things we can do:

- ✓ Eat together as you are talking (without mobiles out on the table) it anchors you in the present moment.
- ✓ Being outside: this enhances creativity and is good for the brain.
- ✓ The notion of stories with a beginning, middle and end; a series of steps, a linear process within a timeframe.  
**DISTRACTIONS** happen with screen technologies.