



Brain Awareness Week 2010

The Tucson Chapter of the Society for Neuroscience
In partnership with the school of Mind Brain and Behavior and Bio5

March 13th-14th, 2010

Tucson Book Festival, University of Arizona Campus

<http://emotion.nsma.arizona.edu/SfnLocal/BAW2010.htm>



Speaking with our hands....



The Stroop Test

Here's what you do....
Say out loud the color each word is written in, not the color it says.
For example, when you get to the third line, you should say "red."

Here's what we think is going on....
Once we've learned to read well, we automatically process most words. This automatic processing interferes with the more "effortful" task of just naming the colors. In other words, there are conflicting conditions. The task of selecting an appropriate response seems to be located in a part of the brain called the anterior cingulate. This region is involved in a wide range of thought processes and emotional responses.

www.pbs.org/home
Test devised by John Ridley Stroop in 1935.

The stroop test: always works!

The Reflex Station



Test your reflexes. Put your data on the graph (Vs your age)... this is what we mean by 'experiment'...

Good for humans, good for clones from the imperial army!



Ready? Set?



Go!....



Hmmm... not bad given the armor!

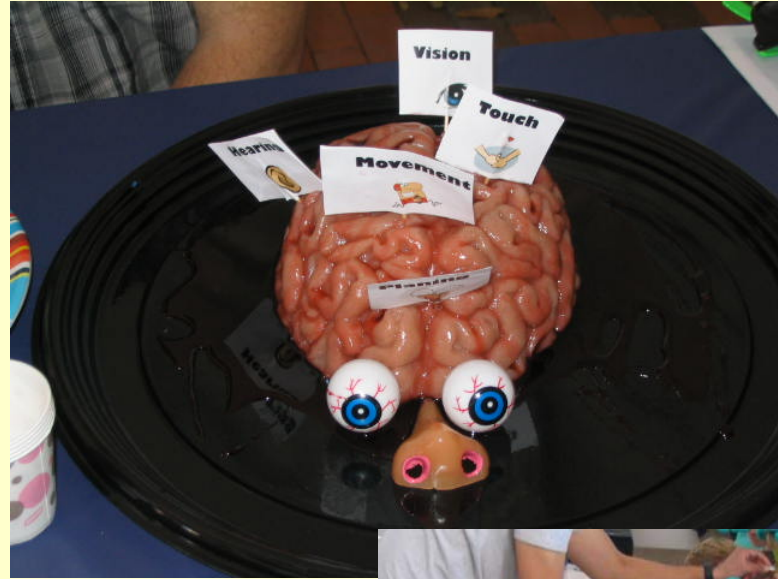
Decision making, and the Wisconsin Card Sorting task



Sort by color, or suit, or value....
See? Speed depends on the task...



The brain is fun... especially when you can eat it!



Sure you can have some... but first you have to remember which part of the brain does what!





Our famous Eat-A-Brain station

Dare... and double dare you!



Oh my...! Too late...I'll never get paid if I just bring back his brain!

The Somatosensory Station



Two-points discrimination threshold



Concentrate!
Do you feel one or two?



The Taste Vs Smell station



Also known as the jelly beans station...
Very popular with the young crowd!



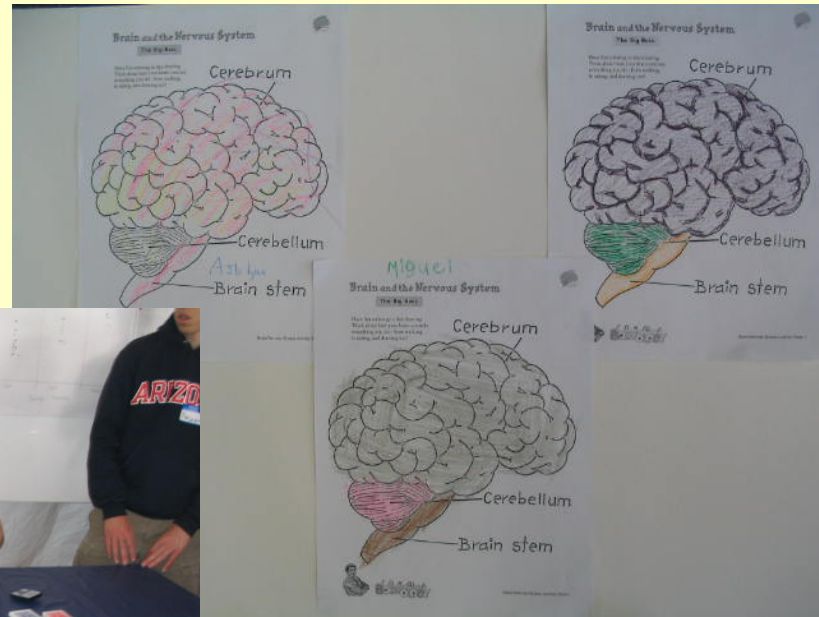
Pinch your nose... what does it taste like?

Let go of the nose... how about now?

The Kids Corner



Make your own neuron!



You can color the brain too!



And add it to the network!!



The Visual Adaptation Station

Throwing things at a target... when your world is shifted by 30 degrees. It's all soooo confusing!

But the brain manages....



The Visual Adaptation Station

Funny glasses, we know



It's really a blast.... Your brain is playing tricks on you!

Our Legendary Brain Zoo



A dozen **REAL** brains including a real human brain and half the brain of a beluga whale!



Shark... big animal, but small brain!
Is it dumb?



Our Legendary Brain Zoo



What do you mean
'pewww!'
You have one
inside your head
you know!...



Our Legendary Brain Zoo



Wow...! Real neurons



Hard to explain... you have to see for yourself!



Brain in pieces
Can you put it back
together?
(and name the parts)

