



**CICLO  
DE CONFERÊNCIAS 2012**  
**CENTRO INVESTIGAÇÃO**  
ISPA - INSTITUTO UNIVERSITÁRIO

# MIND, BRAIN AND VIRTUAL REALITY

Communication media have advanced interpersonal contact and social influence through human history. Advancements included natural language and early “long distance” communication (e.g., story telling and drumming, respectively); the visual (e.g., painting, sculpture, and theatre) and literary arts (e.g., hand-produced manuscripts and the printing press); photography and cinematography; electronic media (e.g. radio and television); non-immersive digital media (e.g., email, social networks); and, now, digital immersive virtual environment technology. Today, humans can avail themselves of technology allowing synchronous and immersive media; specifically, immersive virtual environment technology (IVET). The latter allows 3D social interaction in real time unmitigated by physical distance.



**Professor James Blascovich**

Universidade de California Santa Barbara

**17 SETEMBRO 2012**

12H30

**AUDITÓRIO 1**

**ENTRADA LIVRE**