



MINET Conference:
Measurement, sensation
and cognition

10 - 12 November 2009
National Physical Laboratory,
London, UK

*Measuring the
Impossible*

Conference Scope and Objectives

The Measurement, Sensation and Cognition conference is the fourth in a series of workshops and is organised by the Measuring the Impossible Network (MINET) project.

MINET coordinates activities for 'Measuring the Impossible (Mtl)' i.e. research in areas of interdisciplinary science aimed at supporting the development of new methods and investigative techniques for the measurement of complex phenomena that are dependent on human perception and/or interpretation. This includes, for example, measurements relating to the perceived attributes of products and services, such as quality or desirability, or the quantification of societal parameters such as security and well-being.

This conference aims to bring together researchers from different disciplines such as science, engineering, psychology, neuroscience and the creative arts, and from backgrounds such as the manufacturing and design industry, universities and National Measurement Institutes; with a common interest in research areas that could be considered Measuring the Impossible. It will be an opportunity to discuss the latest developments in current research and the future direction of the Measuring the Impossible research area.

The conference will focus on the following subject areas:

- Perception (e.g. visual, tactile, multisensory)
- Cognition (individual and social behaviours)
- Neuroscience
- Emotion
- Usability
- Data interpretation and analysis
- Instrumentation
- Measurement techniques, protocols and standardisation
- Measurement uncertainty and theory

The conference will consist of contributed and invited papers, a poster/demonstration session, a round-table discussion of the Measuring the Impossible research area, and the presentation of the MINET Expert Group report giving the experts' view of the future direction of Measuring the Impossible research.

Website

For the latest information on the conference please visit:

<http://minet.wordpress.com/events/workshop4/>

Conference Programme

An outline of the conference programme will be made available on the MINET website closer to the event. Please visit <http://minet.wordpress.com/events/workshop4/>

Technical Committee

Prof Birgitta Berglund, Stockholm University, Sweden

Dr Gregor Geršak, University of Ljubljana, Slovenia

Mr Arjan Geven, Centre for Usability Research and Engineering, Austria

Ms Teresa Goodman, National Physical Laboratory, UK

Prof Francis McGlone, Unilever, UK

Dr Gabriele Quinti, Laboratorio di Scienze della Cittadinanza, Italy

Dr Niklas Ravaja, Helsinki School of Economics, Finland

Dr Gerie van der Heijden, Biometris, the Netherlands

Keynote Invited Speakers

*Dr Susan Francis, Sir Peter Mansfield Magnetic Resonance Centre,
Nottingham University, UK
- Neuroimaging*

*Prof Charles Spence, Department of Experimental Psychology,
Somerville College, Oxford University, UK
- Cross-modal sensory research*

*Prof Steve Tipper, School of Psychology, Bangor University, UK
- Perception and action*

Registration

To register for the conference and social event, please visit:
www.npl.co.uk/events/minet

The registration fee for the conference is £57.50 (inclusive of VAT), and this includes participation in the conference's social event.

Please register by 16th October 2009.

Social event, 10th November 2009

The conference dinner will take place at Twickenham Rugby Ground on Tuesday 10th November 2009. It will also be possible to take a tour of the stadium. Please indicate whether you will take the tour of the stadium at registration to the conference.

General Information

Venue

The conference will be held at the National Physical Laboratory (NPL) which is situated 20 km south west of central London and adjacent to the historic Royal Palace of Hampton Court.

NPL www.npl.co.uk is the UK's National Measurement Institute and is a world-leading centre of excellence in developing and applying the most accurate measurement standards, science and technology available.

Travel

NPL is within easy reach of London's main airports and is well served by road and rail links. For directions / maps please visit our location page www.npl.co.uk/location

Accommodation

We have negotiated special rates at the Lensbury www.lensbury.com
Delegates should contact the hotel direct: +44 20 8614 6444
or e-mail: accommodation@lensbury.com
Important : Please quote NPL when making your reservation.

If you need any further help regarding accommodation please contact Gill Roe (details below).

Acknowledgements

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Places of interest nearby

Hampton Court Palace

www.hrp.org.uk/HamptonCourtPalace



Bushy Park

www.royalparksofuk.org.uk/parks/bushy_park



River Thames from Richmond Hill

www.visitrichmond.co.uk



For places to eat in the area please click [here](#).

Contact

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