Contents

1	introduction to Neurois					
	1.1	On the Nature of Information Systems Research	1			
	1.2	Interest into the Brain: A Long-Existing Phenomenon				
	1.3	Reference Disciplines of NeuroIS	4			
		1.3.1 Neuropsychology and Cognitive Neuroscience	6			
		1.3.2 Neuroeconomics, Decision Neuroscience, Social				
		Neuroscience	7			
		1.3.3 Neuromarketing and Consumer Neuroscience	8			
		1.3.4 Neuroergonomics	9			
		1.3.5 Affective Computing and Brain-Computer Interaction	10			
	1.4	Why NeuroIS?	11			
	1.5	Summary and Concluding Comment	20			
	Refe	erences	21			
2	A P	rimer on Neurobiology and the Brain for Information				
	Syst	ems Scholars	25			
	2.1	Genes: The Foundations of Life	25			
	2.2	The Human Nervous System	29			
		2.2.1 Parts of the Nervous System	29			
			30			
	2.3	The Human Brain	34			
		2.3.1 Major Structures of the Brain	34			
		2.3.2 The Cerebral Cortex	36			
		2.3.3 Subcortical Structures	37			
		2.3.4 Locations in the Brain	39			
	2.4	The Autonomic Nervous System	41			
	2.5		43			
	2.6	Concluding Note	44			
	Refe	erences	44			

xii Contents

3	Tool	ls in Ne	euroIS Research: An Overview	47
	3.1	A Fran	mework to Categorize NeuroIS Tools	47
	3.2	Measu	rement and Stimulation of the Central Nervous System	48
		3.2.1	Positron Emission Tomography (PET)	49
		3.2.2	Functional Magnetic Resonance Imaging (FMRI)	49
		3.2.3	Functional Near-Infrared Spectroscopy (FNIRS)	52
		3.2.4	Electroencephalography (EEG)	53
		3.2.5	Transcranial Magnetic Stimulation (TMS)	55
		3.2.6	Transcranial Direct-Current Stimulation (TDCS)	57
	3.3	Measu	rement of the Peripheral Nervous System	58
		3.3.1	Electrocardiogram (EKG)	59
		3.3.2	Galvanometer	59
		3.3.3	Oculometry	61
		3.3.4	Facial Muscular Movement	63
	3.4	Measu	rement of the Hormone System	67
	3.5	Outloo	ok	68
	Refe	erences		69
1	Ton	ice in N	NeuroIS and a Taxonomy of Neuroscience Theories	
4	_		and a raxonomy of Neuroscience ricories	73
	4.1		IS Topics: An Analysis of Proposals	73
	4.1	4.1.1	Genesis of NeuroIS and First Topics	73
		4.1.2	An Integrative Review of Research Agendas	,,
		7.1.2	and Discussion Papers	74
	4.2	Neuro	IS Topics: An Analysis of Papers	77
	7.2	4.2.1	Sample and Procedure	77
		4.2.2	Results	78
	4.3		science Theories for NeuroIS: A Taxonomy	83
	٦.5	4.3.1	What Is Theory in Neuroscience?	83
		4.3.2	Neuroscience Theory—Analysis	85
		4.3.3	Neuroscience Theory—Explanation	85
		4.3.4	Neuroscience Theory—Design and Action	94
	Def			96
5			g and Operating a NeuroIS Lab	99
	5.1		rocess of Establishing a NeuroIS Lab	99
		5.1.1	Discovery of Research Potential	100
		5.1.2	Financing a NeuroIS Lab	101
		5.1.3	Vendor Selection	102
		5.1.4	Build or Adapt Facilities	103
		5.1.5	Implementation and Integration	104
		5.1.6	Maintenance of Equipment	105
	5.2	Condu	ucting NeuroIS Research	106
		5.2.1	The Research Question and Literature Review	106
		5.2.2	Experimental Stimuli	107

xiii

5.2.3	Psychometric Measurements	108
5.2.4	Neurophysiological Measurements	108
5.2.5	Ethics Forms	109
5.2.6	Participant Recruitment	111
5.2.7	Data Collection and Protocol	112
5.2.8	Data Extraction, Post-treatment and Analysis	113
References		114