



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

CREATE CHANGE

UQ Business School Behavioural Science Lab

Consulting and research services



About the lab

The UQ Business School Behavioural Science Lab* combines cutting-edge lab equipment with the innovative expertise of UQ researchers to provide valuable insight into human behaviour that can be leveraged by industry partners.

Our lab is equipped with the following biosensory tools that capture real time moment to moment responses to a broad range of stimuli:

- **Eye tracking** (gaze, attention, time to first fixation, website navigation)
- **Skin conductance** (emotional arousal)
- **EEG** (real time cognitive processing activity – motivation, appeal)
- **Facial Expressional Analysis Software** and **EMG** (Emotional Valence).

Biometric data in research helps with:

- **Objectivity** – psychophysiological measures do not rely on memory and cognitive processing. This enables researchers to gather data beyond an individual's conscious control
- **Continuity** – psychophysiological measures are capable of tracking individuals' moment-to-moment responses, allowing researchers to visualise respondents' response flow patterns across time
- **Comprehensiveness** – psychophysiological techniques can measure both conscious and unconscious responses.

The certainty that reliable, research-supported evidence can inform design features and likely uptake of future product developments is just one of the valuable insights UQ researchers can offer industry partners seeking to pilot their innovations using the technologies available in the UQ Business School Behavioural Science Lab.

[Learn more](#) about the UQ Business School Behavioural Science Lab.

Areas of expertise

The lab provides researchers and industry partners with the ability to:

- simulate the rapidly developing technological advancements occurring across almost every sector
- explore human behaviour across a range of fields including consumer behaviour, banking and finance, digital design, trust, ethics and governance and artificial intelligence (AI)
- predict societal responses to a wide range of technological innovations prior to their implementation
- evaluate objective, unbiased responses to stimuli and gain highly reliable data pertaining to the effectiveness of multiple interventions designed to transform societies.

Consultancy and research opportunities

Our lab, supported by extensive research, offers specialised consultancy services to support clients seeking to incorporate psycho-physiological measures into their studies. We offer the following options:

- **Equipment training** – Gain the skills necessary to independently operate the equipment for your project
- **Data analysis training** – Support to effectively analyse collected data
- **Large-scale data collection** – by providing access to the UQ-sister lab CUBES, where data can be collected simultaneously from 15 participants
- **Comprehensive research management** – we can deliver the entire research project, including ethical clearances (if required) and data analysis.

Contact us

Please connect with us for your consultancy or research needs:

Associate Professor Gabby Walters

Director, UQ Business School Behavioural Science Lab

E: behaviouralsciencelab@business.uq.edu.au

T: +61 7 3346 0593

Our experts



Associate Professor Gabby Walters

Gabby is the *founder and Director* of the UQ Business School Behavioural Science Lab. Gabby is highly proficient in research design that incorporates physiological measurement techniques that allow for the simulation and measurement of consumer experience in a lab environment and in the real-world settings. She is recognised as a prolific researcher in lab-based methods within her discipline of tourism and has delivered several key notes and academic seminar series on this approach in China and the US. Gabby is excited to work with fellow academics and industry partners to produce quality research outcomes that are informed by lab-based methodologies.



Yufan Liu

Yufan Liu is an accredited specialist in the use and application of our lab-based research technologies. Yufan has significant experience in the application of biometric technology and in particular eye-tracking, skin conductance, and facial expression analysis software, and virtual reality. Yufan is our official training consultant in the use of biometric equipment and corresponding analysis techniques.

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The University of Queensland



Ranked in the world's top 50, The University of Queensland is one of Australia's leading research and teaching institutions



We're committed to providing knowledge leadership for a better world and are striving towards building a better future for our students and community



Our research has global impact. We're finding solutions to the world's biggest challenges

UQ's Business School



Our academics collaborate across multi-discipline content



Research themes deliver bold ideas to capture the consumer experience and future-proof the tourism and service industries during rapid digital change



Our cross-disciplinary research in tourism marketing and consumer psychology combined with services marketing and digital technology helps organisations to navigate disruption and change for long term organisational resilience