# Beyond the subconscious - CEEDs project

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[1]

The CEEDs Project (Collective Experience of Empathic Data Systems) this week featured in a video report in the Futuris strand on the Euronews TV channel.

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The video report [2] showcases CEEDs [3] in an accessible way, intended for consumption by the general public. Professor Jonathan Freeman, CEEDs Project Coordinator of the Department of Psychology at Goldsmiths University of London, explains that CEEDs is developing technologies to understand users' reactions to data visualisations, and enhance users' abilities to understand meaning in the data. CEEDs does this by making users aware of content they show interest in, subconsciously. Particularly novel in CEEDs approach is that data visualisations are adapted in response to CEEDs' reading of users' states. For example - data visualisations are simplified if users appear cognitively overloaded, and users are directed to more exciting parts of the visualisation if they appear bored.

The facilitiating technology is presented by CEEDs Technical Director Pedro Omedas from SPECS lab at Universitat Pompeu Fabra in Barcelona, and the theory and science behind CEEDs is summarised by CEEDs Scientific Director Professor Paul Verschure, and by Anna Mura, both also from SPECS.

Read also this interview "Touch, feel, see and hear the data [4]" from the project coordinator.

## Newsroom Item Type:

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