

- Students could use the TDCS apparatus in preparation for exams - Neuroenhancement could be argued to be not new – students “neuroenhancer” themselves when they use caffeine-based drinks to block adenosine receptors in the brain, making it more alert to revise	available to all Therefore, we maybe should consider banning the use of neuro-enhancing technologies in the same way as performance-enhancing substance are banned in sport
Improve Marketing Techniques - Recent application of neuroscience is been in the world of advertisings and marketing – “neuromarketing” - When interviewed by market researchers we may not give our true opinions as we want to appear in a “good light” – SDB can be avoided by using eye tracking watching ads - EEG can be used to analyse neurological responses - Sands Research used this kind of neuromarketing research when devising the highly successful as “The Force” (Volkswagen) - Doug Van Praet, notes that it “upped traffic to the VW website by half, and contributed to a hugely successful sales to the brand”	Improve Marketing Techniques - Accessing information about consumer preferences and behaviours is not new – loyalty cards and analysing the online browsing records of individuals have helped make product marketing more effective - However, neuromarketing has access to our inner thoughts - Wilson (2008): believe that commercial integration of neuromarketing research allows the advertiser to deliver individualised messages where our free will is potentially manipulated by big brands - Currently, neuromarketing is not obliged to follow the ethical codes of practice - In fact, Nelson (2008) found that 5% of the brain scans recorded by marketing firms produced “incidental findings” – e.g. researchers may see evidence of a tumour, as they are not “board certified”, they are not obliged to follow appropriate ethical codes, such as advising the person of their findings

Ethical Implications - Society us already using mood-altering drugs, both in the form of prescription medicines such as anti-depressants and illicit substance such as MDMA – can sketch brains electrochemical functions - Studies using fMRI have revealed that particular areas of the brain associated with particular cognitive events, such as our moral emotions and ethical reasoning “love drugs” can help maintain intimate relationships – can use substances to predispose us towards feeling, judgements and behaviours that make us more social If criminal tendencies are detected earlier this can prevent later tendencies - Early detection of psychopathic tendencies	Social Implications - Research by Raine demonstrates the effect that early intervention could have if the prevention of crime - Shoppers may find they are subject to marketing strategies that are more personalised and culturally targeted, further reducing customers effect and time in making choices	Economical Implication - Improving marketing techniques can aid the economy by stimulating sales and profits - For example, Nuffield Trust (2014) points out that since the financial crisis started in 2008 – there has been an increase in the number of antidepressants being prescribed - The Trust noted a greater rise in antidepressant usage amongst areas of the population with higher rates of unemployment - Thomas and Morris (2003) estimated the total costs of depression in adults in England alone was £9.1 billion in 2000 - In England alone the UK economy treated dementia is £23 billion per year – neuroscientist can help treat or cure these
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