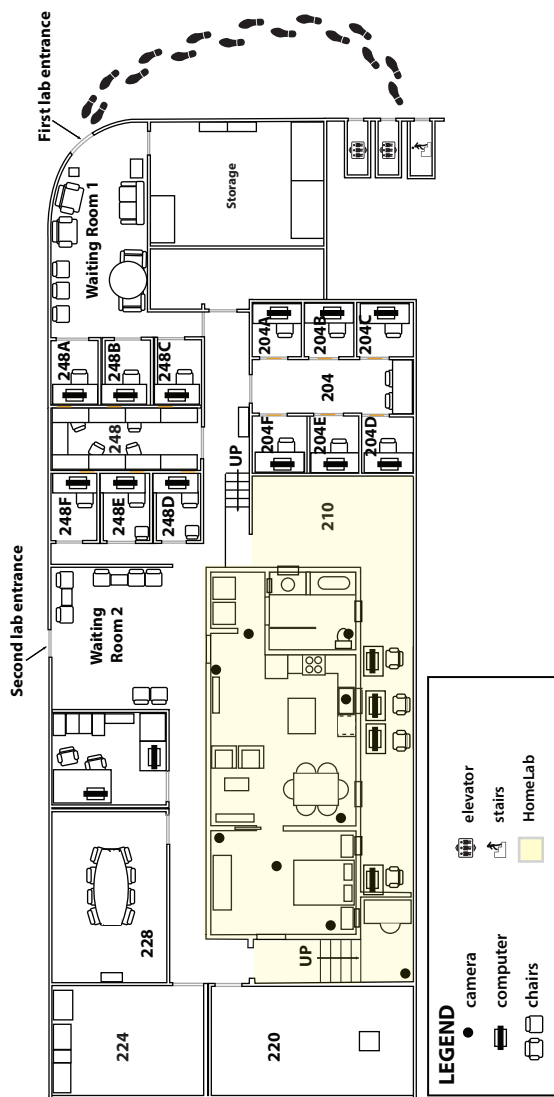


FACILITIES

RCGD Robert B. Zajonc Experimental Laboratories
Level B of ISR-Thompson



Get Connected



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[@BioSocialMethod](https://twitter.com/BioSocialMethod)



biosocialmethods.isr.umich.edu



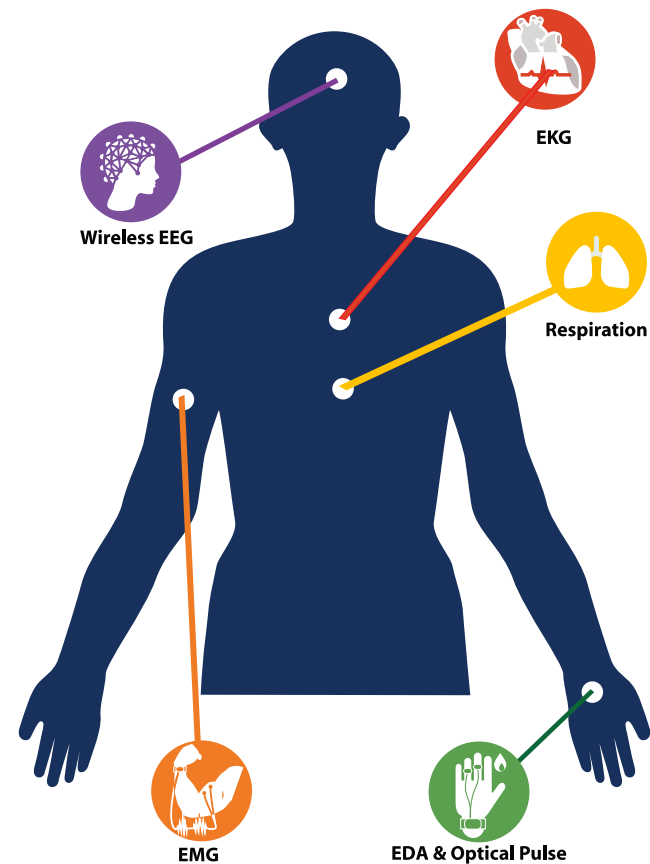
[BioSocial Methods Collaborative](https://www.youtube.com/BioSocialMethodsCollaborative)



[@isrbiosocial](https://www.instagram.com/isrbiosocial)



Laboratory Services



INNOVATIVE SERVICES

The BioSocial Methods Collaborative provides comprehensive, tailored services for innovative research. Resources and services include:

- Research design consultation
- Protocol creation and refinement
- U-M HomeLab staging and usage
- Traditional (dry) lab space
- Bio-specimen lab coordination
- Access to a suite of physiological sensors and software
- Participant recruitment
- Data collection, cleaning & documentation
- Temporary, secure data storage

SIMULTANEOUS, SYNCHRONIZED DATA

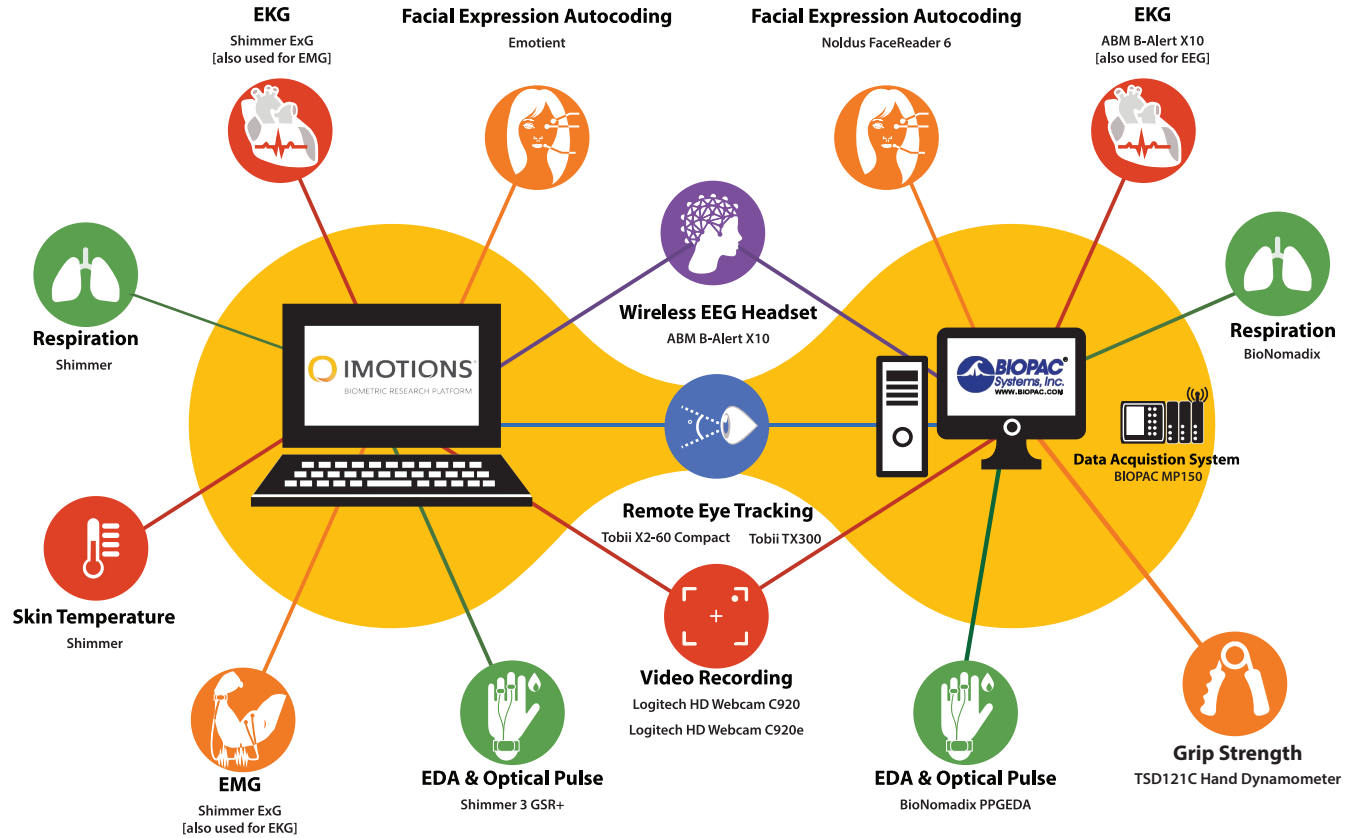
View each experimental moment from different perspectives by gathering multiple modes of synchronized data (e.g., eye tracking + electrodermal activity + electrocardiogram). In the future, this system will be expanded to synchronize data from groups of interacting participants.

MOBILE, MODULAR & WIRELESS TECHNOLOGY

Mix-and-match lab resources to meet many different design requirements. Most equipment is wireless, which allows participants to have free range of motion for more comfortable and natural research interactions.

EQUIPMENT

A Bio•Psycho•Social Laboratory on two software platforms
Mobile • Wireless • Synchronized • Integrated



SOFTWARE



Adobe® Creative Cloud™

EMOTIENT



FaceReader

MAXQDA
The Art of Data Analysis

