



March 2022

## PROJECT UPDATES

Since you last heard from us, we've:

**Completed Stage 2 of the Delphi study!** We've had a great response rate from our panelists who have been voting on their top ASMR research priorities following Stage 1.

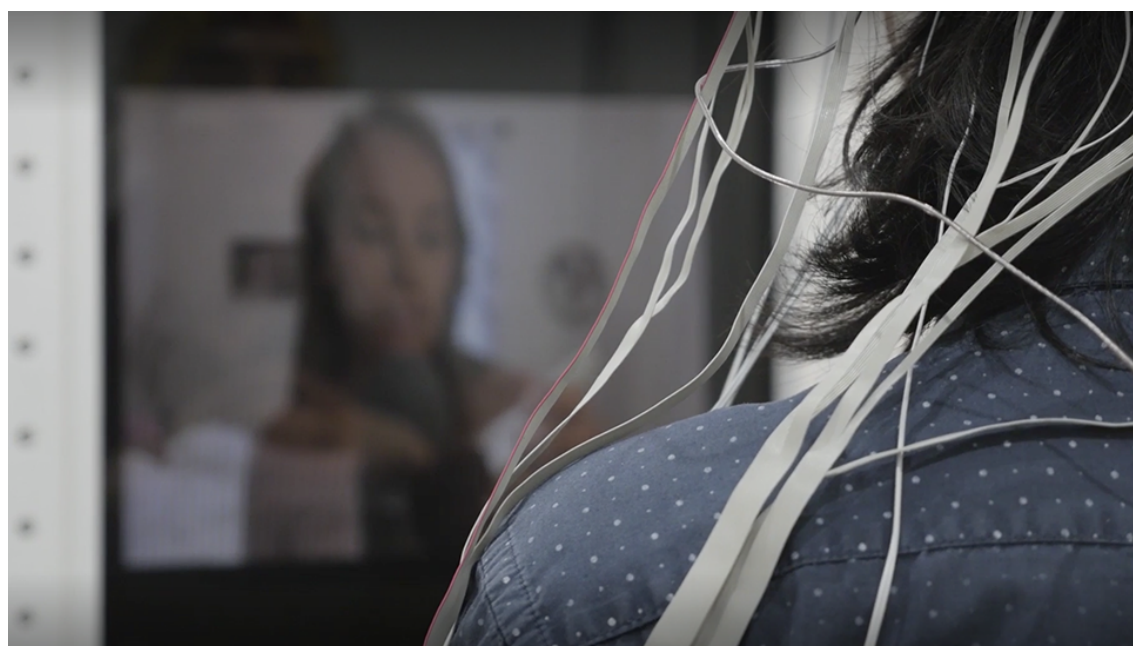
We're now working hard to crunch the numbers and plan for our **virtual meeting on the 8th April**. Stay tuned for more developments on this!

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## New ASMR research published

Tom S and colleagues have shown for the first time that ASMR induces changes in brain wave activity that lasts for up to 45 minutes after experiencing ASMR.

Although the experiment doesn't tell us what these brain waves represent, the brain regions that changed after ASMR induction are similar to those seen in relaxed, rewarded and more inward thinking mindsets. Find out more at this [press release](#), or [direct at the journal](#) (open access until 10th April).



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## 2 NEW STUDIES...

**If you experience ASMR** there is [a study](#) from researchers at Bath Spa university looking at the effect of immersion on the ASMR experience! It is online and takes about 20 minutes with the chance to win vouchers worth 25 or 50 £/\$ to spend at Amazon or Etsy (see below for more details)...

TAKE PART

**Open to anyone (whether you experience ASMR or not)** is a study looking at testing newly designed **animated** ASMR content. This is an online study which takes around 20 minutes and will ask you to respond to the effectiveness of the animated ASMR video. Participants also have a chance to win one of 20 Amazon UK £50 vouchers!

TAKE PART

