

Abstract:

Improvements of neuroscience tools and their wider availability complements previously used qualitative and quantitative research methods and techniques with neurophysiological methods and techniques to help us find out what respondents really think. In the Czech Republic, these methods are relatively new. Agencies focusing on market research have started using these methods in 2010 and currently are in the process of establishing neurological and neurophysiological techniques in the portfolio of offered services. There are not many studies on the techniques in the academic world, there is no guide for sociologists and students of sociology and this paper therefore aims to present neurological and neurophysiological research methods and techniques, to define their place in research methods, to highlight their advantages, disadvantages and limitations as a tool for marketing (eventually sociological) research in comparison with traditional methods and techniques, to map the current situation of their use in the Czech Republic, to reflect on the ethical issue of using the methods and their future.