

Research project and supervisory team

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Short introduction & description of research project	This practice-based project investigates the implementation of real-time adaptive generative neurofeedback systems into the creative process and consumption experience of vertical short-video format. Centered on an interactive vertical short-form series, the study integrates consumer-grade brain-computer interface (BCI) headsets to enable real-time neurofeedback-driven modulation of visual content. The core question asks whether a BCI-driven consumption experience can produce more culturally adapted narratives by shaping the content to the consumer's aesthetic preferences, emotions, and thoughts. The main contribution is a structured production framework bridging filmmaking, mind-controlled storytelling, and human-computer interaction, establishing replicable standards for mind-controlled video content creation, validated through a viewer participant study. The secondary contribution is a 10-episode (1.5–2 minutes per episode) interactive vertical short-form series.
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