

## The mouse in the supermarket

Initiative: Kurswechsel – Forschungsneuland zwischen den Lebenswissenschaften und Natur- oder

Technikwissenschaften

Ausschreibung: Planning Grants

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Using RFID tracking cohorts of mice shall be monitored in order to investigate the emergence of individuality under controlled genetic and environmental conditions. The aim is to study how lifestyle affects brain health across the lifespan. To this end, the environmental enrichment paradigm is made individual, multivariate and longitudinal which calls for an entire new set of tools. Antonio Krüger uses various sensors to analyze human behavior in intelligent environments. His group has used RFID-based technology to support new concepts in the supermarket of the future, integrating tracking data from goods and customers. The question is how to use artificial intelligence to optimally obtain, store, process and analyze complex behavioral (and other) data in order to make better predictions. Willem Frankenhuys, who works on evolutionary models in psychology and sensitive periods, will provide expertise in modeling the resulting large data sets. A unique workshop is planned to prepare the grounds for such collaboration, develop a roadmap for specific aims to be targeted and identify the methods to be learned.

### Projektbeteiligte

#### Prof. Dr. Gerd Kempermann

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