



# The Brain Science of ASMR

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Fun Activity.

# Why did I choose this topic?

1. Unique Sensory Experience: The distinctive tingling in response to a particular auditory or visual stimulus gives many people a pleasant or relaxing feeling.
2. Various triggers: ASMR can be triggered by various sounds and visual elements, making it attractive to a broad audience with different tastes.
4. Therapeutic potential: Personal testimony suggests that it can help relax, relieve stress, and improve sleep, suggesting its potential as a non-invasive treatment tool.
5. Cultural Phenomenon: The growing community of ASMR content creators and fans highlights the impact on digital media and culture.

# Vocabulary

## Insomnia

a common sleep disorder that can make it hard to fall asleep or stay asleep

## Oxytocin

a natural hormone that manages key aspects of the female and male reproductive systems, including labor and delivery and lactation, as well as aspects of human behavior

## Autonomous Sensory Meridian Response

a tingling sensation that usually begins on the scalp and moves down the back of the neck and upper spine.



ASMR is a phenomenon where certain soft or repetitive sounds and visuals trigger a tingling sensation in the scalp and down the spine, often associated with relaxation and comfort.

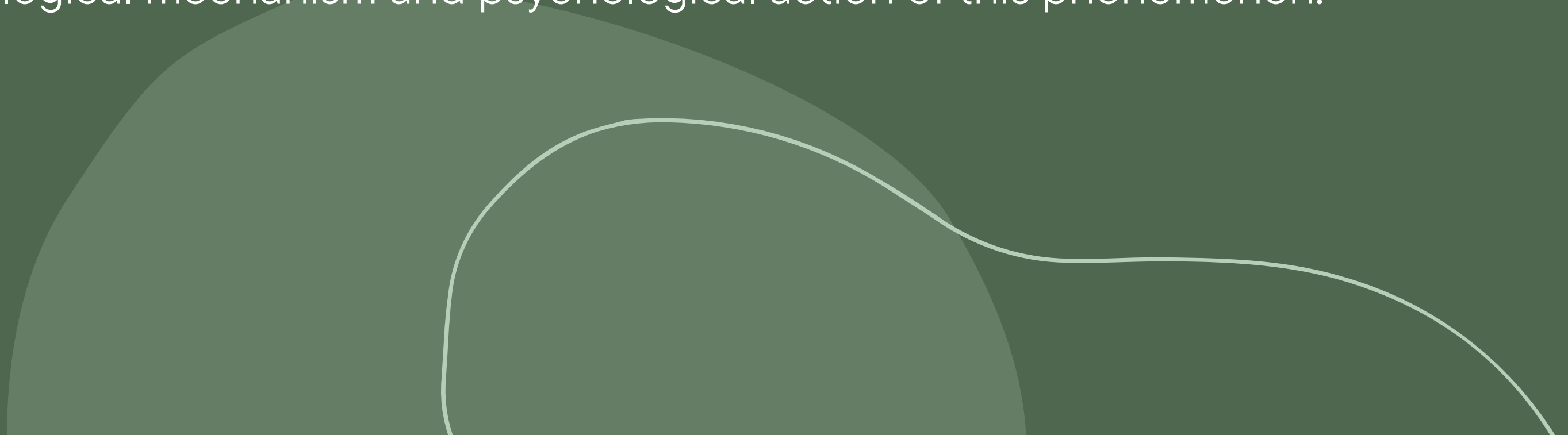
ex) the sound of typing, head massage or combing, whispering

# The principle of ASMR

- Psychological Factors: ASMR experiences can help with relaxation, stress reduction, and sleep promotion. This can be associated with positive psychological effects such as reducing anxiety.
- Role of Brain Chemicals: Some studies suggest that ASMR promotes the release of pleasant chemicals such as oxytocin, endorphins, and dopamine. These chemicals play a role in boosting feelings of happiness, stability, and relaxation.

# BUT?

Not everyone experiences ASMR, and the types and intensities of responding stimuli vary even among those who experience it. This may be related to the difference in the individual's nervous system. In addition, scientific research on ASMR is still in its infancy, and more studies are needed on the exact biological mechanism and psychological action of this phenomenon.

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# Questions



Do you remember experiencing ASMR for the first time? What kind of situation was it?



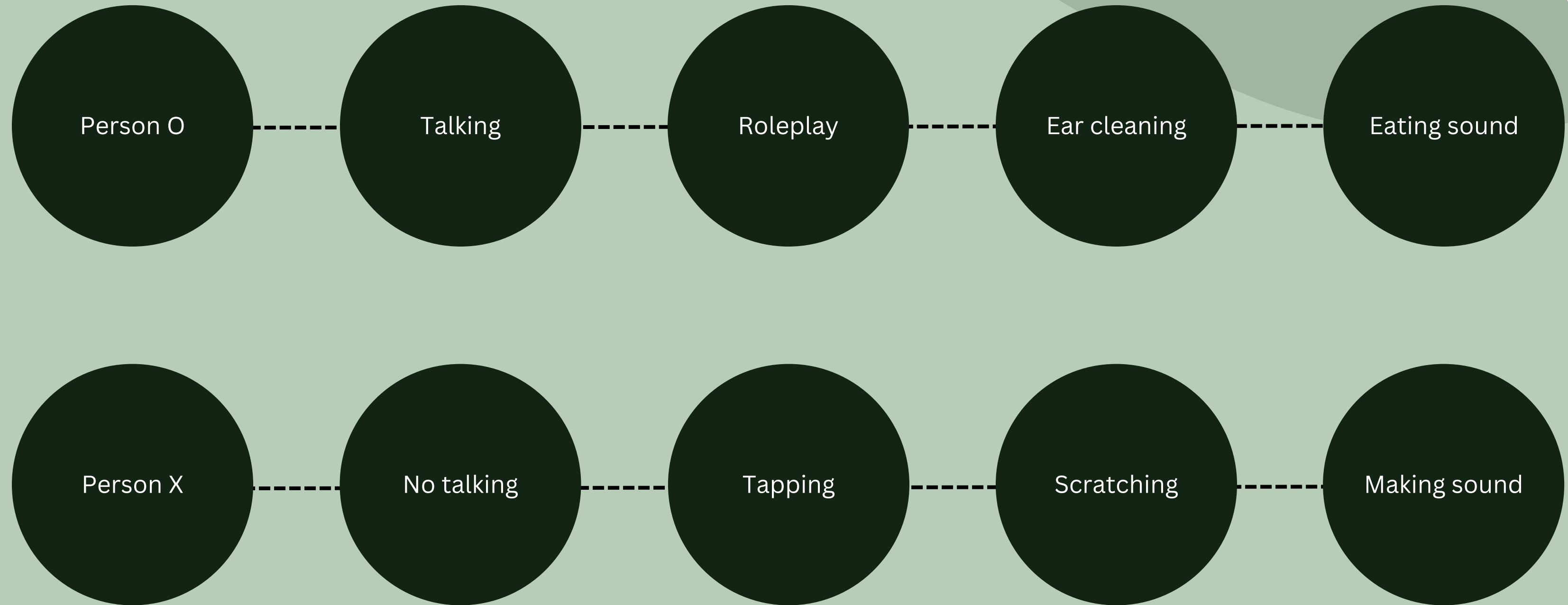
How does watching or listening to ASMR videos affect your daily life?



Do you think ASMR has a positive effect on your health or body?



# Choose your preferences





Thank you!