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Verification of Brain Activity When Watching TV Commercials Using Optical Topography

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Abstract

Traditionally, the efficacy of TV commercials has been evaluated using surveys. However, studies show that human decision-making can be unreliable, and may not reflect the true preferences of consumers. Because of this, there has been a growing interest in using physiological indices, such as brain activity, to measure consumer responses to advertisement. The purpose of this study was to evaluate consumer's brain activity while watching TV commercials. This research is now being verified and we will discuss about the results in the AHFE. We believe that this research can be applied not only to TV commercials, but also to a wide range of video content, including Internet video advertisement, movies, virtual reality, and others.

■理工学研究所との関連

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