Facial Coding:
The face reveals emotions

Positive Valence: Positive emotional reaction of the test person when viewing the advertising material

Engagement: The strength of the test subjects emotional expression

Dynamic analysis: TV and radio advertising

Static analysis: Print advertising

Emotional Arousal:

By recording visible muscle movements and facial micro-expressions, both emotional arousal and negative valence can be detected. The 6 basic emotions are determined: joy, sadness, anger, disgust, surprise and fear

Emotional Arousal positive & negative Valence, Engagement