

Analysis of Brainwave Signals to Describe User Preference from Similar Products

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Abstract

Analysis of human physiological outputs like brainwave (electroencephalography or EEG) can describe emotional state of people. In this paper, emotional dimension values extracted from EEG is used to describe preferences over similar products. In this process, International Affective Picture Systems (AIPS) database is used to validate the analysis. Subjects viewed pictures of available product choices in a controlled environment and EEG data was collected and analyzed with time synchronization. An electrode montage with two electrodes only is proposed for this purpose.