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**(54) NEURO-RESPONSE STIMULUS AND STIMULUS ATTRIBUTE RESONANCE ESTIMATOR**

NERVENREAKTIONSSTIMULUS UND VORRICHTUNG ZUM EINSCHÄTZEN VON STIMULUSATTRIBUT-RESONANZEN

STIMULUS DE NEURO-RÉPONSE ET ESTIMATEUR DE RÉSONANCE D'ATTRIBUT DE STIMULUS

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**Description**

## TECHNICAL FIELD

**[0001]** The present disclosure relates to a stimulus and stimulus attribute resonance estimator.

## DESCRIPTION OF RELATED ART

**[0002]** Conventional systems for estimating stimulus and stimulus attribute resonance are limited. Some audience resonance measurement systems are based on demographic information, statistical data, and survey based response collection. However, conventional systems are subject to semantic, syntactic, metaphorical, cultural, and interpretive errors.

**[0003]** Consequently, it is desirable to provide improved methods and apparatus for estimating stimulus and stimulus attribute resonance.

**[0004]** International Patent Publication No. WO 2008/121651 mentions determining effectiveness of marketing and entertainment stimuli. U.S. Patent No. 5,762,611 mentions evaluating a subject's interest in stimuli such as education and training materials. Consequently, it is desirable to provide improved methods and apparatus for estimating stimulus and stimulus attribute resonance.

## SUMMARY OF THE INVENTION

**[0005]** The invention provides a system according to claim 1 and a method according to claim 13. Preferred embodiments are defined in the dependent claims.

**[0006]** Embodiments, examples and aspects not falling under the scope of claims 1 or 13 do not form part of the invention.

## BRIEF DESCRIPTION OF THE DRAWINGS

**[0007]** The disclosure may best be understood by reference to the following description taken in conjunction with the accompanying drawings, which illustrate particular example embodiments.

Figure 1 illustrates one example of a system for estimating stimulus and stimulus attribute resonance. Figure 2 illustrates examples of stimulus attributes that can be included in a stimulus attributes repository.

Figure 3 illustrates examples of data models that can be used with a stimulus and response repository.

Figure 4 illustrates one example of a query that can be used with the resonance estimation system.

Figure 5 illustrates one example of a report generated using the resonance estimation system.

Figure 6 illustrates one example of a technique for performing data analysis.

Figure 7 illustrates one example of technique for es-

timating stimulus and stimulus attribute resonance. Figure 8 provides one example of a system that can be used to implement one or more mechanisms.

## 5 DESCRIPTION OF PARTICULAR EMBODIMENTS

**[0008]** The invention is defined by the independent claims.

**[0009]** Reference will now be made in detail to some specific examples of the invention including the best modes contemplated by the inventors for carrying out the invention. Examples of these specific embodiments are illustrated in the accompanying drawings. While the invention is described in conjunction with these specific embodiments, it will be understood that it is not intended to limit the invention to the described embodiments.

**[0010]** For example, the techniques and mechanisms of the present invention will be described in the context of particular types of data such as central nervous system, autonomic nervous system, and effector data. However, it should be noted that the techniques and mechanisms of the present invention apply to a variety of different types of data. It should be noted that various mechanisms and techniques can be applied to any type of stimuli. In the following description, numerous specific details are set forth in order to provide a thorough understanding of the present invention. Particular example embodiments of the present invention may be implemented without some or all of these specific details. In other instances, well known process operations have not been described in detail in order not to unnecessarily obscure the present invention.

**[0011]** Various techniques and mechanisms of the present invention will sometimes be described in singular form for clarity. However, it should be noted that some embodiments include multiple iterations of a technique or multiple instantiations of a mechanism unless noted otherwise. For example, a system uses a processor in a variety of contexts. However, it will be appreciated that a system can use multiple processors while remaining within the scope of the present invention unless otherwise

noted. Furthermore, the techniques and mechanisms of the present invention will sometimes describe a connection between two entities. It should be noted that a connection between two entities does not necessarily mean a direct, unimpeded connection, as a variety of other entities may reside between the two entities. For example, a processor may be connected to memory, but it will be appreciated that a variety of bridges and controllers may reside between the processor and memory. Consequently, a connection does not necessarily mean a direct, unimpeded connection unless otherwise noted.

## 55 Overview

**[0012]** A system determines neuro-response stimulus and stimulus attribute resonance. Stimulus material and

stimulus material attributes such as communication, concept, experience, message, images, audio, pricing, and packaging are evaluated using neuro-response data collected with mechanisms such as Event Related Potential (ERP), Electroencephalography (EEG), Galvanic Skin Response (GSR), Electrocardiograms (EKG), Electrooculography (EOG), eye tracking, and facial emotion encoding. Neuro-response data is analyzed to determine stimulus and stimulus attribute resonance.

#### Example Embodiments

**[0013]** Stimulus and stimulus attribute resonance estimators have been in use for years. Typically, stimulus and stimulus attribute resonance estimators are based on audience resonance measurement systems that typically rely on demographic information, statistical information, and survey based response collection. One problem with conventional stimulus and stimulus attribute resonance estimators is that conventional resonance estimators do not measure the inherent message resonance that is attributable to the stimulus. They are also prone to semantic, syntactic, metaphorical, cultural, and interpretive errors thereby preventing the accurate and repeatable targeting of the audience.

**[0014]** Conventional systems do not use neuro-behavioral and neuro-physiological response blended manifestations in assessing the user response and do not elicit an individual customized neuro-physiological and/or neuro-behavioral response to the stimulus.

**[0015]** Conventional devices also fail to blend multiple datasets, and blended manifestations of multi-modal responses, across multiple datasets, individuals and modalities, to reveal and validate the elicited measures of preference and resonance to stimulus and stimulus attributes

**[0016]** In these respects, the neuro-physiological and neuro-behavioral stimulus and stimulus attribute resonance estimator according to the present invention substantially departs from the conventional concepts and designs of the prior art, and in so doing provides an apparatus primarily developed for the purpose of providing a method and a system for the neuro-physiological and neuro-behavioral response based measurement of audience response and resonance to attributes of marketing, advertising and other audio/visual/tactile/olfactory stimulus including but not limited to communication, concept, experience, message, images, audio, pricing, packaging.

**[0017]** The techniques and mechanisms of the present invention use neuro-response measurements such as central nervous system, autonomic nervous system, and effector measurements to improve resonance estimation. Some examples of central nervous system measurement mechanisms include Functional Magnetic Resonance Imaging (fMRI) and Electroencephalography (EEG). fMRI measures blood oxygenation in the brain that correlates with increased neural activity. However,

current implementations of fMRI have poor temporal resolution of few seconds. EEG measures electrical activity associated with post synaptic currents occurring in the milliseconds range. Subcranial EEG can measure electrical activity with the most accuracy, as the bone and dermal layers weaken transmission of a wide range of frequencies. Nonetheless, surface EEG provides a wealth of electrophysiological information if analyzed properly. Even portable EEG with dry electrodes provide a large amount of neuro-response information.

**[0018]** Autonomic nervous system measurement mechanisms include Galvanic Skin Response (GSR), Electrocardiograms (EKG), pupillary dilation, etc. Effector measurement mechanisms include Electrooculography (EOG), eye tracking, facial emotion encoding, reaction time etc.

**[0019]** According to various embodiments, the techniques and mechanisms of the present invention intelligently blend multiple modes and manifestations of pre-cognitive neural signatures with cognitive neural signatures and post cognitive neurophysiological manifestations to more accurately perform resonance estimation. In some examples, autonomic nervous system measures are themselves used to validate central nervous system measures. Effector and behavior responses are blended and combined with other measures. According to various embodiments, central nervous system, autonomic nervous system, and effector system measurements are aggregated into a measurement that allows determination of stimulus and stimulus attribute resonance.

**[0020]** In particular embodiments, subjects are exposed to stimulus material and data such as central nervous system, autonomic nervous system, and effector data is collected during exposure. According to various embodiments, data is collected in order to determine a resonance measure that aggregates multiple component measures that assess resonance data. In particular embodiments, specific event related potential (ERP) analyses and/or event related power spectral perturbations (ERPSPs) are evaluated for different regions of the brain both before a subject is exposed to stimulus and each time after the subject is exposed to stimulus.

**[0021]** Pre-stimulus and post-stimulus differential as well as target and distracter differential measurements of ERP time domain components at multiple regions of the brain are determined (DERP). Event related time-frequency analysis of the differential response to assess the attention, emotion and memory retention (DERPSPs) across multiple frequency bands including but not limited to theta, alpha, beta, gamma and high gamma is performed. In particular embodiments, single trial and/or averaged DERP and/or DERPSPs can be used to enhance the resonance measure

**[0022]** A resonance estimate may also incorporate relationship assessments using brain regional coherence measures of segments of the stimuli relevant to the entity/relationship, segment effectiveness measures synthesizing the attention, emotional engagement and mem-

ory retention estimates based on the neuro-physiological measures including time-frequency analysis of EEG measurements, and differential saccade related neural signatures during segments where coupling/relationship patterns are emerging in comparison to segments with noncoupled interactions.

**[0023]** According to various embodiments, a resonance estimator can include automated systems with or without human intervention for the elicitation of potential object/individual groupings. For example, these could also include pattern recognition and object identification techniques. These sub-systems could include a hardware implementation and/or software implementations.

**[0024]** A variety of stimulus materials such as entertainment and marketing materials, media streams, billboards, print advertisements, text streams, music, performances, sensory experiences, etc. can be analyzed. According to various embodiments, enhanced neuro-response data is generated using a data analyzer that performs both intra-modality measurement enhancements and cross-modality measurement enhancements. According to various embodiments, brain activity is measured not just to determine the regions of activity, but to determine interactions and types of interactions between various regions. The techniques and mechanisms of the present invention recognize that interactions between neural regions support orchestrated and organized behavior. Attention, emotion, memory, and other abilities are not merely based on one part of the brain but instead rely on network interactions between brain regions.

**[0025]** The techniques and mechanisms of the present invention further recognize that different frequency bands used for multi-regional communication can be indicative of the effectiveness of stimuli. In particular embodiments, evaluations are calibrated to each subject and synchronized across subjects. In particular embodiments, templates are created for subjects to create a baseline for measuring pre and post stimulus differentials. According to various embodiments, stimulus generators are intelligent and adaptively modify specific parameters such as exposure length and duration for each subject being analyzed.

**[0026]** A variety of modalities can be used including EEG, GSR, EKG, pupillary dilation, EOG, eye tracking, facial emotion encoding, reaction time, etc. Individual modalities such as EEG are enhanced by intelligently recognizing neural region communication pathways. Cross modality analysis is enhanced using a synthesis and analytical blending of central nervous system, autonomic nervous system, and effector signatures. Synthesis and analysis by mechanisms such as time and phase shifting, correlating, and validating intra-modal determinations allow generation of a composite output characterizing the significance of various data responses to effectively perform resonance estimation.

**[0027]** Figure 1 illustrates one example of a system for performing resonance estimation using central nervous system, autonomic nervous system, and/or effector

measures. According to various embodiments, the resonance estimation system includes a stimulus presentation device 101. In particular embodiments, the stimulus presentation device 101 is merely a display, monitor, screen, etc., that displays stimulus material to a user. The stimulus material may be a media clip, a commercial, pages of text, a brand image, a performance, a magazine advertisement, a movie, an audio presentation, and may even involve particular tastes, smells, textures and/or sounds. The stimuli can involve a variety of senses and occur with or without human supervision. Continuous and discrete modes are supported. According to various embodiments, the stimulus presentation device 101 also has protocol generation capability to allow intelligent customization of stimuli provided to multiple subjects in different markets.

**[0028]** According to various embodiments, stimulus presentation device 101 could include devices such as televisions, cable consoles, computers and monitors, projection systems, display devices, speakers, tactile surfaces, etc., for presenting the stimuli including but not limited to advertising and entertainment from different networks, local networks, cable channels, syndicated sources, websites, internet content aggregators, portals, service providers, etc.

**[0029]** According to various embodiments, the subjects are connected to data collection devices 105. The data collection devices 105 may include a variety of neuro-response measurement mechanisms including neurological and neurophysiological measurements systems such as EEG, EOG, GSR, EKG, pupillary dilation, eye tracking, facial emotion encoding, and reaction time devices, etc. According to various embodiments, neuro-response data includes central nervous system, autonomic nervous system, and effector data. In particular embodiments, the data collection devices 105 include EEG 111, EOG 113, and GSR 115. In some instances, only a single data collection device is used. Data collection may proceed with or without human supervision.

**[0030]** The data collection device 105 collects neuro-response data from multiple sources. This includes a combination of devices such as central nervous system sources (EEG), autonomic nervous system sources (GSR, EKG, pupillary dilation), and effector sources (EOG, eye tracking, facial emotion encoding, reaction time). In particular embodiments, data collected is digitally sampled and stored for later analysis. In particular embodiments, the data collected could be analyzed in real-time. According to particular embodiments, the digital sampling rates are adaptively chosen based on the neurophysiological and neurological data being measured.

**[0031]** In one particular embodiment, the resonance estimation system includes EEG 111 measurements made using scalp level electrodes, EOG 113 measurements made using shielded electrodes to track eye data, GSR 115 measurements performed using a differential measurement system, a facial muscular measurement

through shielded electrodes placed at specific locations on the face, and a facial affect graphic and video analyzer adaptively derived for each individual.

**[0032]** In particular embodiments, the data collection devices are clock synchronized with a stimulus presentation device 101. In particular embodiments, the data collection devices 105 also include a condition evaluation subsystem that provides auto triggers, alerts and status monitoring and visualization components that continuously monitor the status of the subject, data being collected, and the data collection instruments. The condition evaluation subsystem may also present visual alerts and automatically trigger remedial actions. According to various embodiments, the data collection devices include mechanisms for not only monitoring subject neuro-response to stimulus materials, but also include mechanisms for identifying and monitoring the stimulus materials. For example, data collection devices 105 may be synchronized with a set-top box to monitor channel changes. In other examples, data collection devices 105 may be directionally synchronized to monitor when a subject is no longer paying attention to stimulus material. In still other examples, the data collection devices 105 may receive and store stimulus material generally being viewed by the subject, whether the stimulus is a program, a commercial, printed material, or a scene outside a window. The data collected allows analysis of neuro-response information and correlation of the information to actual stimulus material and not mere subject distractions.

**[0033]** According to various embodiments, the resonance estimation system also includes a data cleanser device 121. In particular embodiments, the data cleanser device 121 filters the collected data to remove noise, artifacts, and other irrelevant data using fixed and adaptive filtering, weighted averaging, advanced component extraction (like PCA, ICA), vector and component separation methods, etc. This device cleanses the data by removing both exogenous noise (where the source is outside the physiology of the subject, e.g. a phone ringing while a subject is viewing a video) and endogenous artifacts (where the source could be neurophysiological, e.g. muscle movements, eye blinks, etc.).

**[0034]** The artifact removal subsystem includes mechanisms to selectively isolate and review the response data and identify epochs with time domain and/or frequency domain attributes that correspond to artifacts such as line frequency, eye blinks, and muscle movements. The artifact removal subsystem then cleanses the artifacts by either omitting these epochs, or by replacing these epoch data with an estimate based on the other clean data (for example, an EEG nearest neighbor weighted averaging approach).

**[0035]** According to various embodiments, the data cleanser device 121 is implemented using hardware, firmware, and/or software. It should be noted that although a data cleanser device 121 is shown located after a data collection device 105 and before data analyzer

181, the data cleanser device 121 like other components may have a location and functionality that varies based on system implementation. For example, some systems may not use any automated data cleanser device whatsoever while in other systems, data cleanser devices may be integrated into individual data collection devices.

**[0036]** According to various embodiments, an optional stimulus attributes repository 131 provides information on the stimulus material being presented to the multiple subjects. According to various embodiments, stimulus attributes include properties of the stimulus materials as well as purposes, presentation attributes, report generation attributes, etc. In particular embodiments, stimulus attributes include time span, channel, rating, media, type, etc. Stimulus attributes may also include positions of entities in various frames, object relationships, locations of objects and duration of display. Purpose attributes include aspiration and objects of the stimulus including excitement, memory retention, associations, etc. Presentation attributes include audio, video, imagery, and messages needed for enhancement or avoidance. Other attributes may or may not also be included in the stimulus attributes repository or some other repository.

**[0037]** The data cleanser device 121 and the stimulus attributes repository 131 pass data to the data analyzer 181. The data analyzer 181 uses a variety of mechanisms to analyze underlying data in the system to determine resonance. According to various embodiments, the data analyzer customizes and extracts the independent neurological and neuro-physiological parameters for each individual in each modality, and blends the estimates within a modality as well as across modalities to elicit an enhanced response to the presented stimulus material. In particular embodiments, the data analyzer 181 aggregates the response measures across subjects in a dataset.

**[0038]** According to various embodiments, neurological and neuro-physiological signatures are measured using time domain analyses and frequency domain analyses. Such analyses use parameters that are common across individuals as well as parameters that are unique to each individual. The analyses could also include statistical parameter extraction and fuzzy logic based attribute estimation from both the time and frequency components of the synthesized response.

**[0039]** In some examples, statistical parameters used in a blended effectiveness estimate include evaluations of skew, peaks, first and second moments, population distribution, as well as fuzzy estimates of attention, emotional engagement and memory retention responses.

**[0040]** According to various embodiments, the data analyzer 181 may include an intra-modality response synthesizer and a cross-modality response synthesizer. In particular embodiments, the intra-modality response synthesizer is configured to customize and extract the independent neurological and neurophysiological parameters for each individual in each modality and blend the estimates within a modality analytically to elicit an

enhanced response to the presented stimuli. In particular embodiments, the intra-modality response synthesizer also aggregates data from different subjects in a dataset.

**[0041]** According to various embodiments, the cross-modality response synthesizer or fusion device blends different intra-modality responses, including raw signals and signals output. The combination of signals enhances the measures of effectiveness within a modality. The cross-modality response fusion device can also aggregate data from different subjects in a dataset.

**[0042]** According to various embodiments, the data analyzer 181 also includes a composite enhanced effectiveness estimator (CEEE) that combines the enhanced responses and estimates from each modality to provide a blended estimate of the effectiveness. In particular embodiments, blended estimates are provided for each exposure of a subject to stimulus materials. The blended estimates are evaluated over time to assess resonance characteristics. According to various embodiments, numerical values are assigned to each blended estimate. The numerical values may correspond to the intensity of neuro-response measurements, the significance of peaks, the change between peaks, etc. Higher numerical values may correspond to higher significance in neuro-response intensity. Lower numerical values may correspond to lower significance or even insignificant neuro-response activity. In other examples, multiple values are assigned to each blended estimate. In still other examples, blended estimates of neuro-response significance are graphically represented to show changes after repeated exposure.

**[0043]** According to various embodiments, the data analyzer 181 provides analyzed and enhanced response data to a data communication device 183. It should be noted that in particular instances, a data communication device 183 is not necessary. According to various embodiments, the data communication device 183 provides raw and/or analyzed data and insights. In particular embodiments, the data communication device 183 may include mechanisms for the compression and encryption of data for secure storage and communication.

**[0044]** According to various embodiments, the data communication device 183 transmits data using protocols such as the File Transfer Protocol (FTP), Hypertext Transfer Protocol (HTTP) along with a variety of conventional, bus, wired network, wireless network, satellite, and proprietary communication protocols. The data transmitted can include the data in its entirety, excerpts of data, converted data, and/or elicited response measures. According to various embodiments, the data communication device is a set top box, wireless device, computer system, etc. that transmits data obtained from a data collection device to a resonance estimator 185. In particular embodiments, the data communication device may transmit data even before data cleansing or data analysis. In other examples, the data communication device may transmit data after data cleansing and analysis.

**[0045]** In particular embodiments, the data communi-

cation device 183 sends data to a resonance estimator 185. According to various embodiments, the resonance estimator 185 assesses and extracts resonance patterns. In particular embodiments, the resonance estimator 185 determines entity positions in various stimulus segments and matches position information with eye tracking paths while correlating saccades with neural assessments of attention, memory retention, and emotional engagement. In particular embodiments, the resonance estimator 185 also collects and integrates user behavioral and survey responses with the analyzed response data to more effectively estimate resonance.

**[0046]** A variety of data can be stored for later analysis, management, manipulation, and retrieval. In particular embodiments, the repository could be used for tracking stimulus attributes and presentation attributes, audience responses and optionally could also be used to integrate audience measurement information.

**[0047]** As with a variety of the components in the system, the resonance estimator can be co-located with the rest of the system and the user, or could be implemented in a remote location. It could also be optionally separated into an assessment repository system that could be centralized or distributed at the provider or providers of the stimulus material. In other examples, the resonance estimator is housed at the facilities of a third party service provider accessible by stimulus material providers and/or users.

**[0048]** Figure 2 illustrates examples of data models that may be provided with a stimulus attributes repository. According to various embodiments, a stimulus attributes data model 201 includes a channel 203, media type 205, time span 207, audience 209, and demographic information 211. A stimulus purpose data model 215 may include intents 217 and objectives 219. According to various embodiments, stimulus attributes data model 201 also includes spatial and temporal information 221 about entities and emerging relationships between entities.

**[0049]** According to various embodiments, another stimulus attributes data model 221 includes creation attributes 223, ownership attributes 225, broadcast attributes 227, and statistical, demographic and/or survey based identifiers for automatically integrating the neuro-physiological and neuro-behavioral response with other attributes and meta-information associated with the stimulus.

**[0050]** Figure 3 illustrates examples of data models that can be used for storage of information associated with tracking and measurement of resonance. According to various embodiments, a dataset data model 301 includes an experiment name 303 and/or identifier, client attributes 305, a subject pool 307, logistics information 309 such as the location, date, and time of testing, and stimulus material 311 including stimulus material attributes.

**[0051]** In particular embodiments, a subject attribute data model 315 includes a subject name 317 and/or identifier, contact information 321, and demographic at-

tributes 319 that may be useful for review of neurological and neuro-physiological data. Some examples of pertinent demographic attributes include marriage status, employment status, occupation, household income, household size and composition, ethnicity, geographic location, sex, race. Other fields that may be included in data model 315 include shopping preferences, entertainment preferences, and financial preferences. Shopping preferences include favorite stores, shopping frequency, categories shopped, favorite brands. Entertainment preferences include network/cable/satellite access capabilities, favorite shows, favorite genres, and favorite actors. Financial preferences include favorite insurance companies, preferred investment practices, banking preferences, and favorite online financial instruments. A variety of subject attributes may be included in a subject attributes data model 315 and data models may be preset or custom generated to suit particular purposes.

**[0052]** According to various embodiments, data models for neuro-feedback association 325 identify experimental protocols 327, modalities included 329 such as EEG, EOG, GSR, surveys conducted, and experiment design parameters 333 such as segments and segment attributes. Other fields may include experiment presentation scripts, segment length, segment details like stimulus material used, inter-subject variations, intra-subject variations, instructions, presentation order, survey questions used, etc. Other data models may include a data collection data model 337. According to various embodiments, the data collection data model 337 includes recording attributes 339 such as station and location identifiers, the data and time of recording, and operator details. In particular embodiments, equipment attributes 341 include an amplifier identifier and a sensor identifier.

**[0053]** Modalities recorded 343 may include modality specific attributes like EEG cap layout, active channels, sampling frequency, and filters used. EOG specific attributes include the number and type of sensors used, location of sensors applied, etc. Eye tracking specific attributes include the type of tracker used, data recording frequency, data being recorded, recording format, etc. According to various embodiments, data storage attributes 345 include file storage conventions (format, naming convention, dating convention), storage location, archival attributes, expiry attributes, etc.

**[0054]** A preset query data model 349 includes a query name 351 and/or identifier, an accessed data collection 353 such as data segments involved (models, databases/cubes, tables, etc.), access security attributes 355 included who has what type of access, and refresh attributes 357 such as the expiry of the query, refresh frequency, etc. Other fields such as push-pull preferences can also be included to identify an auto push reporting driver or a user driven report retrieval system.

**[0055]** Figure 4 illustrates examples of queries that can be performed to obtain data associated with resonance estimation. According to various embodiments, queries are defined from general or customized scripting lan-

guages and constructs, visual mechanisms, a library of preset queries, diagnostic querying including drill-down diagnostics, and eliciting what if scenarios. According to various embodiments, subject attributes queries 415 may be configured to obtain data from a neuro-informatics repository using a location 417 or geographic information, session information 421 such as testing times and dates, and demographic attributes 419. Demographics attributes include household income, household size and status, education level, age of kids, etc.

**[0056]** Other queries may retrieve stimulus material based on shopping preferences of subject participants, countenance, physiological assessment, completion status. For example, a user may query for data associated with product categories, products shopped, shops frequented, subject eye correction status, color blindness, subject state, signal strength of measured responses, alpha frequency band ringers, muscle movement assessments, segments completed, etc. Experimental design based queries may obtain data from a neuro-informatics repository based on experiment protocols 427, product category 429, surveys included 431, and stimulus provided 433. Other fields that may be used include the number of protocol repetitions used, combination of protocols used, and usage configuration of surveys.

**[0057]** Client and industry based queries may obtain data based on the types of industries included in testing, specific categories tested, client companies involved, and brands being tested. Response assessment based queries 437 may include attention scores 439, emotion scores, 441, retention scores 443, and effectiveness scores 445. Such queries may obtain materials that elicited particular scores.

**[0058]** Response measure profile based queries may use mean measure thresholds, variance measures, number of peaks detected, etc. Group response queries may include group statistics like mean, variance, kurtosis, p-value, etc., group size, and outlier assessment measures. Still other queries may involve testing attributes like test location, time period, test repetition count, test station, and test operator fields. A variety of types and combinations of types of queries can be used to efficiently extract data.

**[0059]** Figure 5 illustrates examples of reports that can be generated. According to various embodiments, client assessment summary reports 501 include effectiveness measures 503, component assessment measures 505, and resonance measures 507. Effectiveness assessment measures include composite assessment measure(s), industry/category/client specific placement (percentile, ranking, etc.), actionable grouping assessment such as removing material, modifying segments, or fine tuning specific elements, etc, and the evolution of the effectiveness profile over time. In particular embodiments, component assessment reports include component assessment measures like attention, emotional engagement scores, percentile placement, ranking, etc. Component profile measures include time based evolu-

tion of the component measures and profile statistical assessments. According to various embodiments, reports include the number of times material is assessed, attributes of the multiple presentations used, evolution of the response assessment measures over the multiple presentations, and usage recommendations.

**[0060]** According to various embodiments, client cumulative reports 511 include media grouped reporting 513 of all stimulus assessed, campaign grouped reporting 515 of stimulus assessed, and time/location grouped reporting 517 of stimulus assessed. According to various embodiments, industry cumulative and syndicated reports 521 include aggregate assessment responses measures 523, top performer lists 525, bottom performer lists 527, outliers 529, and trend reporting 531. In particular embodiments, tracking and reporting includes specific products, categories, companies, brands.

**[0061]** Figure 6 illustrates one example of resonance estimation. At 601, stimulus material is provided to multiple subjects in multiple geographic markets. According to various embodiments, stimulus includes streaming video and audio provided over mechanisms such as broadcast television, cable television, satellite, etc. The stimulus may be presented to users in different geographic markets at the same or varying times. In particular embodiments, subjects view stimulus in their own homes in group or individual settings. At 603, subject responses are collected using a variety of modalities, such as EEG, ERP, EOG, GSR, etc. In some examples, verbal and written responses can also be collected and correlated with neurological and neurophysiological responses. At 605, data is passed through a data cleanser to remove noise and artifacts that may make data more difficult to interpret. According to various embodiments, the data cleanser removes EEG electrical activity associated with blinking and other endogenous/exogenous artifacts.

**[0062]** According to various embodiments, data analysis is performed. Data analysis may include intra-modality response synthesis and cross-modality response synthesis to enhance effectiveness measures. It should be noted that in some particular instances, one type of synthesis may be performed without performing other types of synthesis. For example, cross-modality response synthesis may be performed with or without intra-modality synthesis.

**[0063]** A variety of mechanisms can be used to perform data analysis. In particular embodiments, a stimulus attributes repository 131 is accessed to obtain attributes and characteristics of the stimulus materials, along with purposes, intents, objectives, etc. In particular embodiments, EEG response data is synthesized to provide an enhanced assessment of effectiveness. According to various embodiments, EEG measures electrical activity resulting from thousands of simultaneous neural processes associated with different portions of the brain. EEG data can be classified in various bands. According to various embodiments, brainwave frequencies include delta,

theta, alpha, beta, and gamma frequency ranges. Delta waves are classified as those less than 4 Hz and are prominent during deep sleep. Theta waves have frequencies between 3.5 to 7.5 Hz and are associated with memories, attention, emotions, and sensations. Theta waves are typically prominent during states of internal focus.

**[0064]** Alpha frequencies reside between 7.5 and 13Hz and typically peak around 10Hz. Alpha waves are prominent during states of relaxation. Beta waves have a frequency range between 14 and 30Hz. Beta waves are prominent during states of motor control, long range synchronization between brain areas, analytical problem solving, judgment, and decision making. Gamma waves occur between 30 and 60Hz and are involved in binding of different populations of neurons together into a network for the purpose of carrying out a certain cognitive or motor function, as well as in attention and memory. Because the skull and dermal layers attenuate waves in this frequency range, brain waves above 75-80Hz are difficult to detect and are often not used for stimuli response assessment.

**[0065]** However, the techniques and mechanisms of the present invention recognize that analyzing high gamma band (kappa-band: Above 60Hz) measurements, in addition to theta, alpha, beta, and low gamma band measurements, enhances neurological attention, emotional engagement and retention component estimates. In particular embodiments, EEG measurements including difficult to detect high gamma or kappa band measurements are obtained, enhanced, and evaluated. Subject and task specific signature sub-bands in the theta, alpha, beta, gamma and kappa bands are identified to provide enhanced response estimates. According to various embodiments, high gamma waves (kappa-band) above 80 Hz (typically detectable with sub-cranial EEG and/or magnetoencephalography) can be used in inverse model-based enhancement of the frequency responses to the stimuli.

**[0066]** Various embodiments of the present invention recognize that particular sub-bands within each frequency range have particular prominence during certain activities. A subset of the frequencies in a particular band is referred to herein as a sub-band. For example, a sub-band may include the 40-45Hz range within the gamma band. In particular embodiments, multiple sub-bands within the different bands are selected while remaining frequencies are band pass filtered. In particular embodiments, multiple sub-band responses may be enhanced, while the remaining frequency responses may be attenuated.

**[0067]** An information theory based band-weighting model is used for adaptive extraction of selective dataset specific, subject specific, task specific bands to enhance the effectiveness measure. Adaptive extraction may be performed using fuzzy scaling. Stimuli can be presented and enhanced measurements determined multiple times to determine the variation profiles across multiple presentations. Determining various profiles provides an en-

hanced assessment of the primary responses as well as the longevity (wear-out) of the marketing and entertainment stimuli. The synchronous response of multiple individuals to stimuli presented in concert is measured to determine an enhanced across subject synchrony measure of effectiveness. According to various embodiments, the synchronous response may be determined for multiple subjects residing in separate locations or for multiple subjects residing in the same location.

**[0068]** Although a variety of synthesis mechanisms are described, it should be recognized that any number of mechanisms can be applied - in sequence or in parallel with or without interaction between the mechanisms.

**[0069]** Although intra-modality synthesis mechanisms provide enhanced significance data, additional cross-modality synthesis mechanisms can also be applied. A variety of mechanisms such as EEG, Eye Tracking, GSR, EOG, and facial emotion encoding are connected to a cross-modality synthesis mechanism. Other mechanisms as well as variations and enhancements on existing mechanisms may also be included. According to various embodiments, data from a specific modality can be enhanced using data from one or more other modalities. In particular embodiments, EEG typically makes frequency measurements in different bands like alpha, beta and gamma to provide estimates of significance. However, the techniques of the present invention recognize that significance measures can be enhanced further using information from other modalities.

**[0070]** For example, facial emotion encoding measures can be used to enhance the valence of the EEG emotional engagement measure. EOG and eye tracking saccadic measures of object entities can be used to enhance the EEG estimates of significance including but not limited to attention, emotional engagement, and memory retention. According to various embodiments, a cross-modality synthesis mechanism performs time and phase shifting of data to allow data from different modalities to align. In some examples, it is recognized that an EEG response will often occur hundreds of milliseconds before a facial emotion measurement changes. Correlations can be drawn and time and phase shifts made on an individual as well as a group basis. In other examples, saccadic eye movements may be determined as occurring before and after particular EEG responses. According to various embodiments, time corrected GSR measures are used to scale and enhance the EEG estimates of significance including attention, emotional engagement and memory retention measures.

**[0071]** Evidence of the occurrence or non-occurrence of specific time domain difference event-related potential components (like the DERP) in specific regions correlates with subject responsiveness to specific stimulus. According to various embodiments, ERP measures are enhanced using EEG time-frequency measures (ERP-SP) in response to the presentation of the marketing and entertainment stimuli. Specific portions are extracted and isolated to identify ERP, DERP and ERPSP analyses to

perform. In particular embodiments, an EEG frequency estimation of attention, emotion and memory retention (ERPSP) is used as a co-factor in enhancing the ERP, DERP and time-domain response analysis.

5 **[0072]** EOG measures saccades to determine the presence of attention to specific objects of stimulus. Eye tracking measures the subject's gaze path, location and dwell on specific objects of stimulus. According to various  
10 embodiments, EOG and eye tracking is enhanced by measuring the presence of lambda waves (a neurophysiological index of saccade effectiveness) in the ongoing EEG in the occipital and extra striate regions, triggered by the slope of saccade-onset to estimate the significance of the EOG and eye tracking measures. In particular  
15 embodiments, specific EEG signatures of activity such as slow potential shifts and measures of coherence in time-frequency responses at the Frontal Eye Field (FEF) regions that preceded saccade-onset are measured to enhance the effectiveness of the saccadic activity  
20 data.

**[0073]** GSR typically measures the change in general arousal in response to stimulus presented. According to various embodiments, GSR is enhanced by correlating EEG/ERP responses and the GSR measurement to get  
25 an enhanced estimate of subject engagement. The GSR latency baselines are used in constructing a time-corrected GSR response to the stimulus. The time-corrected GSR response is co-factored with the EEG measures to enhance GSR significance measures.

30 **[0074]** According to various embodiments, facial emotion encoding uses templates generated by measuring facial muscle positions and movements of individuals expressing various emotions prior to the testing session. These individual specific facial emotion encoding templates are matched with the individual responses to identify subject emotional response. In particular embodi-  
35 ments, these facial emotion encoding measurements are enhanced by evaluating inter-hemispherical asymmetries in EEG responses in specific frequency bands and measuring frequency band interactions. The techniques of the present invention recognize that not only are particular frequency bands significant in EEG responses, but particular frequency bands used for communication between particular areas of the brain are significant. Consequently, these EEG responses enhance the EMG, graphic and video based facial emotion identification.

**[0075]** According to various embodiments, post-stimulus versus pre-stimulus differential measurements of ERP time domain components in multiple regions of the brain (DERP) are measured at 607. The differential measures give a mechanism for eliciting responses attributable to the stimulus. For example the messaging response attributable to an ad or the brand response attributable to multiple brands is determined using pre-resonance and post-resonance estimates

**[0076]** At 609, target versus distracter stimulus differential responses are determined for different regions of

the brain (DERP). At 611, event related time-frequency analysis of the differential response (DERPSPs) are used to assess the attention, emotion and memory retention measures across multiple frequency bands. According to various embodiments, the multiple frequency bands include theta, alpha, beta, gamma and high gamma or kappa. At 613, multiple trials are performed to enhance resonance measures.

**[0077]** At 615, processed data is provided to a data communication device for transmission over a network such as a wireless, wireline, satellite, or other type of communication network capable of transmitting data. Data is provided to resonance estimator at 617. According to various embodiments, the data communication device transmits data using protocols such as the File Transfer Protocol (FTP), Hypertext Transfer Protocol (HTTP) along with a variety of conventional, bus, wired network, wireless network, satellite, and proprietary communication protocols. The data transmitted can include the data in its entirety, excerpts of data, converted data, and/or elicited response measures. According to various embodiments, data is sent using a telecommunications, wireless, Internet, satellite, or any other communication mechanisms that is capable of conveying information from multiple subject locations for data integration and analysis. The mechanism may be integrated in a set top box, computer system, receiver, mobile device, etc.

**[0078]** In particular embodiments, the data communication device sends data to the resonance estimator. According to various embodiments, the resonance estimator combines analyzed and enhanced responses to the stimulus material while using information about stimulus material attributes such as the location, movement, acceleration, and spatial relationships of various entities and objects. In particular embodiments, the resonance estimator also collects and integrates user behavioral and survey responses with the analyzed and enhanced response data to more effectively assessment resonance patterns.

**[0079]** Figure 7 illustrates an example of a technique for estimating resonance. According to various embodiments, measurements from different modalities are obtained at 701. According to various embodiments, measurements including Differential Event Related Potential (DERP), Differential Event Related Power Spectral Perturbations (DERPSPs), Pupillary Response, etc., are blended to obtain a combined measurement at 703. In particular embodiments, each measurement may have to be aligned appropriately in order to allow blending. According to various embodiments, a resonance estimator includes mechanisms to use and blend different measures from across the modalities from the data analyzer. In particular embodiments, the data includes the DERP measures, DERPSPs, pupillary response, GSR, eye movement, coherence, coupling and lambda wave based response. Measurements across modalities are blended to elicit a synthesized measure of user resonance.

**[0080]** At 705, neuro-response measurements such as DERP, DERPSPs, pupillary response, etc., are combined with statistical, demographic, and/or survey based information. The device contains mechanisms to integrate the neuro-physiological and neuro-behavioral response with other attributes and meta information on the stimulus (statistical, demographic and/or survey based) for the selection of targets for additional stimulus preparation/presentation at 713.

**[0081]** The resonance estimator can further include an adaptive learning component that refines profiles and tracks variations responses to particular stimuli or series of stimuli over time. This information can be made available for other purposes, such as use of the information for presentation attribute decision making. According to various embodiments, the resonance estimator generates an index for use of evaluation. Data and measurements are stored in a repository for later retrieval and analysis.

**[0082]** According to various embodiments, various mechanisms such as the data collection mechanisms, the intra-modality synthesis mechanisms, cross-modality synthesis mechanisms, etc. are implemented on multiple devices. However, it is also possible that the various mechanisms be implemented in hardware, firmware, and/or software in a single system. Figure 8 provides one example of a system that can be used to implement one or more mechanisms. For example, the system shown in Figure 8 may be used to implement a resonance measurement system.

**[0083]** According to particular example embodiments, a system 800 suitable for implementing particular embodiments of the present invention includes a processor 801, a memory 803, an interface 811, and a bus 815 (e.g., a PCI bus). When acting under the control of appropriate software or firmware, the processor 801 is responsible for such tasks such as pattern generation. Various specially configured devices can also be used in place of a processor 801 or in addition to processor 801. The complete implementation can also be done in custom hardware. The interface 811 is typically configured to send and receive data packets or data segments over a network. Particular examples of interfaces the device supports include host bus adapter (HBA) interfaces, Ethernet interfaces, frame relay interfaces, cable interfaces, DSL interfaces, token ring interfaces, and the like.

**[0084]** In addition, various very high-speed interfaces may be provided such as fast Ethernet interfaces, Gigabit Ethernet interfaces, ATM interfaces, HSSI interfaces, POS interfaces, FDDI interfaces and the like. Generally, these interfaces may include ports appropriate for communication with the appropriate media. In some cases, they may also include an independent processor and, in some instances, volatile RAM. The independent processors may control such communications intensive tasks as data synthesis.

**[0085]** According to particular example embodiments, the system 800 uses memory 803 to store data, algo-

rithms and program instructions. The program instructions may control the operation of an operating system and/or one or more applications, for example. The memory or memories may also be configured to store received data and process received data.

**[0086]** Because such information and program instructions may be employed to implement the systems/methods described herein, the present invention relates to tangible, machine readable media that include program instructions, state information, etc. for performing various operations described herein. Examples of machine-readable media include, but are not limited to, magnetic media such as hard disks, floppy disks, and magnetic tape; optical media such as CD-ROM disks and DVDs; magneto-optical media such as optical disks; and hardware devices that are specially configured to store and perform program instructions, such as read-only memory devices (ROM) and random access memory (RAM). Examples of program instructions include both machine code, such as produced by a compiler, and files containing higher level code that may be executed by the computer using an interpreter.

**[0087]** Although the foregoing invention has been described in some detail for purposes of clarity of understanding, it will be apparent that certain changes and modifications may be practiced within the scope of the appended claims. Therefore, the present embodiments are to be considered as illustrative and not restrictive and the invention is not to be limited to the details given herein, but may be modified within the scope of the appended claims.

## Claims

1. A system for use with a stimulus presentation device (101) to provide one or more of advertisement or entertainment material (311, 433) to a subject (103), the system comprising:

a data collection device (105) configured to obtain neuro-response data from the subject (103) prior to exposure to one or more of the advertisement or entertainment material (311, 433), during exposure to the advertisement or entertainment material (311, 433), and after exposure to the advertisement or entertainment material (311, 433), the neuro-response data including pre-stimulus event related potential (ERP) measurements, post-stimulus ERP measurements, target ERP measurements, and distracter ERP measurements, the pre-stimulus ERP measurements occurring before the target ERP measurements and the post-stimulus ERP measurements occurring after the target ERP measurements;

a data analyzer (181) configured to determine differential event related potential (DERP)

measurements of ERP time domain components at multiple regions of a brain of the subject (103) based on the pre-stimulus ERP measurements, the post-stimulus ERP measurements, the target ERP measurements, and the distracter ERP measurements; and  
a resonance estimator (185) configured to determine a subject resonance measurement (507) to the advertisement or entertainment material (311, 433) and attributes (203, 205, 207, 209, 211, 217, 219, 221, 223, 225, 227, 229) of the advertisement or entertainment material (311, 433) based on the DERP measurements.

2. The system of claim 1, wherein the target ERP measurements are representative of exposure of the subject (103) to the advertisement or entertainment material (311, 433) and the distracter ERP measurements are representative of exposure to material other than the advertisement or entertainment material (311, 433).
3. The system of claim 1, wherein the data collection device (105) is configured to perform event related time-frequency analysis of the DERP measurements to assess the attention, emotion and memory retention across multiple frequency bands.
4. The system of claim 3, wherein the multiple frequency bands comprise at least two of a theta frequency, an alpha frequency, a beta frequency, a low gamma frequency or a high gamma frequency.
5. The system of claim 1, wherein attributes of the advertisement or entertainment material (311, 433) comprise at least one of a communication, a concept, an experience, a message, an image, an audio component, a price, or a packaging.
6. The system of claim 1, wherein the resonance estimator (185) is configured to identify a target for subsequent presentation from at least one of an audio stimulus (311, 433), a visual stimulus (311, 433), a tactile stimulus (311, 433), or an olfactory stimulus (311, 433) based on the subject resonance measurement (507).
7. The system of claim 1, wherein the data collection device (105) is further configured to obtain at least one of pupillary dilation data, galvanic skin response data, or heart rate data from the subject (103).
8. The system of claim 1, wherein the resonance estimator (185) is configured to determine the subject resonance measurement (507) based on a combination of neurological and neurophysiological measurements including attention, emotion, and memory retention.

9. The system of claim 1, wherein the data collection device (105) includes a portable Electroencephalograph (EEG) with dry electrodes.
10. The system of claim 8, wherein the data analyzer (181) is configured to at least one of time shift or phase shift neuro-response data from a first modality (111, 113, 115) to align the neuro-response data from the first modality (111, 113, 115) with neuro-response data from a second modality (111, 113, 115).
11. The system of claim 1, wherein the data analyzer (181) is configured to calculate: (1) a pre-stimulus event related power spectral perturbation, (2) a post-stimulus event related power spectral perturbation based on the neuro-response data, and (3) a differential event related power spectral perturbation based on the pre-stimulus event related power spectral perturbation and the post-stimulus event related power spectral perturbation.
12. The system of claim 11, wherein the resonance estimator (185) is configured to determine the subject resonance measurement (507) based on the DERP measurements and the differential event related power spectral perturbation.
13. A method for use with a stimulus presentation device (101) to provide one or more of advertisement or entertainment material (311, 433) to a subject (103), the method comprising:

accessing neuro-response data collected from the subject (103) prior to exposure to the one or more of advertisement or entertainment material (311, 433), during exposure to the advertisement or entertainment material (311, 433), and after exposure to the advertisement or entertainment material (311, 433);

determining pre-stimulus event related potential (ERP) measurements, post-stimulus ERP measurements, target ERP measurements, and distracter ERP measurements, the pre-stimulus ERP measurements occurring before the target ERP measurements and the post-stimulus ERP measurements occurring after the target ERP measurements;

calculating differential event related potential (DERP) measurements of ERP time domain components at multiple regions of a brain of the subject (103) based on the pre-stimulus ERP measurements, the post-stimulus ERP measurements, the target ERP measurements, and the distracter ERP measurements; and

determining a subject resonance measurement (507) to the advertisement or entertainment material (311, 433) and attributes of the advertise-

ment or entertainment material (311, 433) based on the DERP measurements.

14. The method of claim 13, wherein calculating the target ERP measurements is based on exposure of the subject (103) to the advertisement or entertainment material (311, 433) and calculating the distracter ERP measurements is based on exposure to material other than the advertisement or entertainment material (311, 433).
15. The method of claim 13, further comprising performing event related time-frequency analysis of the DERP measurements to assess the attention, emotion and memory retention across multiple frequency bands.
16. The method of claim 13, further comprising calculating: (1) a pre-stimulus event related power spectral perturbation, (2) a post-stimulus event related power spectral perturbation based on the neuro-response, and (3) a differential event related power spectral perturbation based on the pre-stimulus event related power spectral perturbation and the post-stimulus event related power spectral perturbation.
17. The method of claim 16 further comprising determining the subject resonance measurement (507) based on the DERP measurements and the differential event related power spectral perturbation.

#### Patentansprüche

1. System zur Verwendung mit einer Stimulusdarstellungsvorrichtung (101), um einem Subjekt (103) ein oder mehrere Werbe- oder Unterhaltungsmaterialien (311, 433) zur Verfügung zu stellen, wobei das System umfasst:

eine Datenerfassungsvorrichtung (105), die so konfiguriert ist, dass sie vor der Exposition gegenüber einem oder mehreren der Werbe- oder Unterhaltungsmaterialien (311, 433), während der Exposition gegenüber dem Werbe- oder Unterhaltungsmaterial (311, 433) und nach der Exposition gegenüber dem Werbe- oder Unterhaltungsmaterial (311, 433) Neuro-Response-Daten von dem Subjekt (103) bezieht, wobei die Neuro-Response-Daten Pre-Stimulus Event-Related-Potential (ERP) Messungen, Post-Stimulus ERP Messungen, Target-ERP Messungen und Distraktor ERP Messungen enthalten, wobei die Pre-Stimulus ERP Messungen vor den Target ERP Messungen bezogen werden und die Post-Stimulus ERP Messungen nach den Target ERP Messungen bezogen werden; einen Datenanalysator (181), der konfiguriert

- ist, um differentielle ereignisbezogene Potentialmessungen (DERP) von ERP Zeitbereichskomponenten an mehreren Regionen eines Gehirns des Subjekts (103) basierend auf den Pre-Stimulus ERP Messungen, den Post-Stimulus ERP Messungen, den Target ERP Messungen und den Distraktor ERP Messungen zu bestimmen; und
- einen Resonanzschätzer (185), der konfiguriert ist, um eine Resonanzmessung (507) des Subjekts für das Werbe- oder Unterhaltungsmaterial (311, 433) und Attribute (203, 205, 207, 209, 211, 217, 219, 221, 223, 225, 227, 229) des Werbe- oder Unterhaltungsmaterials (311, 433) basierend auf den DERP Messungen zu bestimmen.
2. System nach Anspruch 1, wobei die Target ERP Messungen repräsentativ für die Exposition des Subjekts (103) gegenüber dem Werbe- oder Unterhaltungsmaterial (311, 433) und die Distraktor ERP Messungen repräsentativ für die Exposition gegenüber anderem Material als dem Werbe- oder Unterhaltungsmaterial (311, 433) sind.
  3. System nach Anspruch 1, wobei die Datenerfassungsvorrichtung (105) so konfiguriert ist, dass sie eine ereignisbezogene Zeit-Frequenz-Analyse der DERP Messungen durchführt, um die Aufmerksamkeit, Emotion und Gedächtnisspeicherung über mehrere Frequenzbänder hinweg zu bewerten.
  4. System nach Anspruch 3, wobei die mehreren Frequenzbänder mindestens zwei von einer Theta-Frequenz, einer Alpha-Frequenz, einer Beta-Frequenz, einer niedrigen Gamma-Frequenz oder einer hohen Gamma-Frequenz umfassen.
  5. System nach Anspruch 1, wobei Attribute des Werbe- oder Unterhaltungsmaterials (311, 433) mindestens eines aus einer Kommunikation, einem Konzept, einem Erlebnis, einer Botschaft, einem Bild, einer Audiokomponente, einem Preis oder einer Verpackung umfassen.
  6. System nach Anspruch 1, wobei der Resonanzschätzer (185) so konfiguriert ist, dass er ein Ziel für eine anschließende Präsentation aus mindestens einem von einem Audiostimulus (311, 433), einem visuellen Stimulus (311, 433), einem taktilen Stimulus (311, 433) oder einem olfaktorischen Stimulus (311, 433) basierend auf der Resonanzmessung (507) des Subjekts identifiziert.
  7. System nach Anspruch 1, wobei die Datenerfassungsvorrichtung (105) außerdem so konfiguriert ist, dass sie mindestens eine von Pupillendilatationsdaten, galvanischen Hautreaktionsdaten oder Herzfrequenzdaten von dem Subjekt (103) bezieht.
  8. System nach Anspruch 1, wobei der Resonanzschätzer (185) konfiguriert ist, um die Resonanzmessung (507) des Subjekts basierend auf einer Kombination von neurologischen und neurophysiologischen Messungen einschließlich Aufmerksamkeit, Emotion und Gedächtnisspeicherung zu bestimmen.
  9. System nach Anspruch 1, wobei die Datenerfassungsvorrichtung (105) einen tragbaren Elektroenzephalographen (EEG) mit trockenen Elektroden umfasst.
  10. System nach Anspruch 8, wobei der Datenanalysator (181) konfiguriert ist zu zumindest einem von Zeitschieben oder Phasen-Schieben von Neuro-Response-Daten von einer ersten Modalität (111, 113, 115), um die Neuro-Response-Daten von der ersten Modalität (111, 113, 115) mit Neuro-Response-Daten von einer zweiten Modalität (111, 113, 115) auszurichten.
  11. System nach Anspruch 1, wobei der Datenanalysator (181) konfiguriert ist zu berechnen:
    - (1) eine Pre-Stimulus ereignisbezogene leistungsspektrale Störung, (2) eine Post-Stimulus ereignisbezogene leistungsspektrale Störung basierend auf den Neuro-Response-Daten, und (3) eine differentielle ereignisbezogene leistungsspektrale Störung basierend auf der Pre-Stimulus ereignisbezogenen leistungsspektralen Störung und der Post-Stimulus ereignisbezogenen leistungsspektralen Störung.
  12. System nach Anspruch 11, wobei der Resonanzschätzer (185) konfiguriert ist, um die Resonanzmessung (507) des Subjekts basierend auf den DERP Messungen und der differentiellen ereignisbezogenen leistungsspektralen Störung zu bestimmen.
  13. Verfahren zur Verwendung mit einer Stimulusdarstellungsvorrichtung (101), um einem Subjekt (103) ein oder mehrere Werbe- oder Unterhaltungsmaterialien (311, 433) zur Verfügung zu stellen, wobei das Verfahren umfasst:
    - Zugreifen auf Neuro-Response-Daten, die von dem Subjekt (103) vor der Exposition gegenüber dem einen oder mehreren Werbungs- oder Unterhaltungsmaterialien (311, 433), während der Exposition gegenüber dem Werbungs- oder Unterhaltungsmaterial (311, 433) und nach der Exposition gegenüber dem Werbungs- oder Unterhaltungsmaterial (311, 433) gesammelt wer-

- den;  
Bestimmen von Pre-Stimulus Event-Related-Potential (ERP) Messungen, Post-Stimulus ERP Messungen, Target ERP Messungen und Distraktor ERP Messungen, wobei die Pre-Stimulus ERP Messungen vor den Target ERP Messungen bezogen werden und die Post-Stimulus ERP Messungen nach den Target ERP Messungen bezogen werden;  
Berechnen von differentiellen ereignisbezogenen Potentialmessungen (DERP) von ERP Zeitbereichskomponenten an mehreren Regionen eines Gehirns des Subjekts (103) basierend auf den Pre-Stimulus ERP Messungen, den Post-Stimulus ERP Messungen, den Target-ERP Messungen und den Distraktor -ERP Messungen; und  
Bestimmen einer Resonanzmessung (507) des Subjekts zu dem Werbe- oder Unterhaltungsmaterial (311, 433) und von Attributen des Werbe- oder Unterhaltungsmaterials (311, 433) basierend auf den DERP-Messungen.
14. Verfahren nach Anspruch 13, wobei das Berechnen der Target-ERP Messungen auf der Exposition des Subjekts (103) gegenüber dem Werbe- oder Unterhaltungsmaterial (311, 433) basiert und das Berechnen der Distraktor-ERP Messungen auf der Exposition gegenüber anderem Material als dem Werbe- oder Unterhaltungsmaterial (311, 433) basiert.
15. Verfahren nach Anspruch 13, außerdem umfassend das Durchführen einer ereignisbezogenen Zeit-Frequenz-Analyse der DERP-Messungen, um die Aufmerksamkeit, Emotion und Gedächtnisspeicherung über mehrere Frequenzbänder hinweg zu bewerten.
16. Verfahren nach Anspruch 13, das außerdem umfasst das Berechnen von: (1) einer Pre-Stimulus ereignisbezogenen leistungsspektralen Störung, (2) einer Post-Stimulus ereignisbezogenen leistungsspektralen Störung basierend auf den Neuro-Response-Daten, und (3) einer differentiellen ereignisbezogenen leistungsspektralen Störung basierend auf der Pre-Stimulus ereignisbezogenen leistungsspektralen Störung und der Post-Stimulus ereignisbezogenen leistungsspektralen Störung.
17. Verfahren nach Anspruch 16, außerdem umfassend das Bestimmen der Resonanzmessung (507) des Subjekts auf der Grundlage der DERP-Messungen und der differentiellen ereignisbezogenen leistungsspektralen Störung.

## Revendications

1. Système à utiliser avec un dispositif de présentation

de stimulus (101) pour fournir un ou plusieurs d'un matériau de publicité ou de divertissement (311, 433) à un sujet (103), le système comprenant :

- 5 un dispositif de collecte de données (105) configuré pour obtenir des données de réaction neurologique du sujet (103) antérieurement à une exposition à un ou plusieurs d'un matériau de publicité ou de divertissement (311, 433), pendant une exposition au matériau de publicité ou de divertissement (311, 433), et après une exposition au matériau de publicité ou de divertissement (311, 433), les données de réaction neurologique incluant des mesures de potentiel évoqué cognitif (ERP, *event related potential*) pré-stimulus, des mesures ERP post-stimulus, des mesures ERP cibles et des mesures ERP distracteurs, les mesures ERP pré-stimulus survenant avant les mesures ERP cibles et les mesures ERP post-stimulus survenant après les mesures ERP cibles ;  
un analyseur de données (181) configuré pour déterminer des mesures de potentiel évoqué cognitif différentiel (DERP, *differential event related potential*) de composants de domaine temporel ERP dans plusieurs régions d'un cerveau du sujet (103) sur la base des mesures ERP pré-stimulus, des mesures ERP post-stimulus, des mesures ERP cibles et des mesures ERP distracteurs ; et  
un estimateur de résonance (185) configuré pour déterminer une mesure de résonance de sujet (507) à l'égard du matériau de publicité ou de divertissement (311, 433) et d'attributs (203, 205, 207, 209, 211, 217, 219, 221, 223, 225, 227, 229) du matériau de publicité ou de divertissement (311, 433) sur la base des mesures DERP.
2. Système selon la revendication 1, dans lequel les mesures ERP cibles sont représentatives d'une exposition du sujet (103) au matériau de publicité ou de divertissement (311, 433) et les mesures ERP distracteurs sont représentatives d'une exposition à un matériau autre que le matériau de publicité ou de divertissement (311, 433).
3. Système selon la revendication 1, dans lequel le dispositif de collecte de données (105) est configuré pour réaliser une analyse de fréquence temporelle relative à un événement des mesures DERP pour évaluer l'attention, l'émotion et la fixation mnémotique à travers des bandes multifréquences.
4. Système selon la revendication 3, dans lequel les bandes multifréquences comprennent au moins deux parmi une fréquence thêta, une fréquence alpha, une fréquence bêta, une basse fréquence gam-

- ma ou une haute fréquence gamma.
5. Système selon la revendication 1, dans lequel des attributs du matériau de publicité ou de divertissement (311, 433) comprennent au moins l'un parmi une communication, un concept, une expérience, un message, une image, un composant audio, un prix ou un conditionnement. 5
  6. Système selon la revendication 1, dans lequel l'estimateur de résonance (185) est configuré pour identifier une cible pour une présentation subséquente à partir d'au moins l'un parmi un stimulus audio (311, 433), un stimulus visuel (311, 433), un stimulus tactile (311, 433) ou un stimulus olfactif (311, 433) sur la base de la mesure de résonance de sujet (507). 10 15
  7. Système selon la revendication 1, dans lequel le dispositif de collecte de données (105) est en outre configuré pour obtenir au moins l'une parmi des données de dilatation pupillaire, des données de réflexe psychogalvanique ou des données de fréquence cardiaque du sujet (103). 20
  8. Système selon la revendication 1, dans lequel l'estimateur de résonance (185) est configuré pour déterminer la mesure de résonance de sujet (507) sur la base d'une combinaison de mesures neurologiques et neurophysiologiques incluant l'attention, l'émotion et la fixation mnémonique. 25 30
  9. Système selon la revendication 1, dans lequel le dispositif de collecte de données (105) inclut un électroencéphalographe (EEG) portable à électrodes sèches. 35
  10. Système selon la revendication 8, dans lequel l'analyseur de données (181) est configuré pour effectuer au moins l'un parmi un décalage de temps ou un décalage de phase de données de réaction neurologique à partir d'une première modalité (111, 113, 115) pour aligner les données de réaction neurologique à partir de la première modalité (111, 113, 115) sur des données de réaction neurologique à partir d'une seconde modalité (111, 113, 115). 40 45
  11. Système selon la revendication 1, dans lequel l'analyseur de données (181) est configuré pour calculer : (1) une perturbation du spectre de puissance relative à un événement pré-stimulus, (2) une perturbation du spectre de puissance relative à un événement post-stimulus sur la base des données de réaction neurologique, et (3) une perturbation du spectre de puissance relative à un événement différentiel sur la base de la perturbation du spectre de puissance relative à un événement pré-stimulus et de la perturbation du spectre de puissance relative à un événement post-stimulus. 50 55
  12. Système selon la revendication 11, dans lequel l'estimateur de résonance (185) est configuré pour déterminer la mesure de résonance de sujet (507) sur la base des mesures DERP et de la perturbation du spectre de puissance relative à un événement différentiel.
  13. Procédé à utiliser avec un dispositif de présentation de stimulus (101) pour fournir un ou plusieurs d'un matériau de publicité ou de divertissement (311, 433) à un sujet (103), le procédé comprenant :
    - l'accès à des données de réaction neurologique collectées auprès du sujet (103) antérieurement à une exposition au un ou plusieurs d'un matériau de publicité ou de divertissement (311, 433), pendant une exposition au matériau de publicité ou de divertissement (311, 433), et après une exposition au matériau de publicité ou de divertissement (311, 433) ;
    - la détermination de mesures de potentiel évoqué cognitif (ERP) pré-stimulus, de mesures ERP post-stimulus, de mesures ERP cibles et de mesures ERP distracteurs, les mesures ERP pré-stimulus survenant avant les mesures ERP cibles et les mesures ERP post-stimulus survenant après les mesures ERP cibles ;
    - le calcul de mesures de potentiel évoqué cognitif différentiel (DERP) de composants de domaine temporel ERP dans plusieurs régions d'un cerveau du sujet (103) sur la base des mesures ERP pré-stimulus, des mesures ERP post-stimulus, des mesures ERP cibles et des mesures ERP distracteurs ; et
    - la détermination d'une mesure de résonance de sujet (507) à l'égard du matériau de publicité ou de divertissement (311, 433) et d'attributs du matériau de publicité ou de divertissement (311, 433) sur la base des mesures DERP.
  14. Procédé selon la revendication 13, dans lequel le calcul des mesures ERP cibles est basé sur une exposition du sujet (103) au matériau de publicité ou de divertissement (311, 433) et le calcul des mesures ERP distracteurs est basé sur une exposition à un matériau autre que le matériau de publicité ou de divertissement (311, 433).
  15. Procédé selon la revendication 13, comprenant en outre la réalisation d'une analyse de fréquence temporelle relative à un événement des mesures DERP pour évaluer l'attention, l'émotion et la fixation mnémonique à travers des bandes multifréquences.
  16. Procédé selon la revendication 13, comprenant en outre le calcul de : (1) une perturbation du spectre de puissance relative à un événement pré-stimulus, (2) une perturbation du spectre de puissance relative

à un événement post-stimulus sur la base de la réaction neurologique, et (3) une perturbation du spectre de puissance relative à un événement différentiel sur la base de la perturbation du spectre de puissance relative à un événement pré-stimulus et de la perturbation du spectre de puissance relative à un événement post-stimulus. 5

17. Procédé selon la revendication 16 comprenant en outre la détermination de la mesure de résonance de sujet (507) sur la base des mesures DERP et de la perturbation du spectre de puissance relative à un événement différentiel. 10

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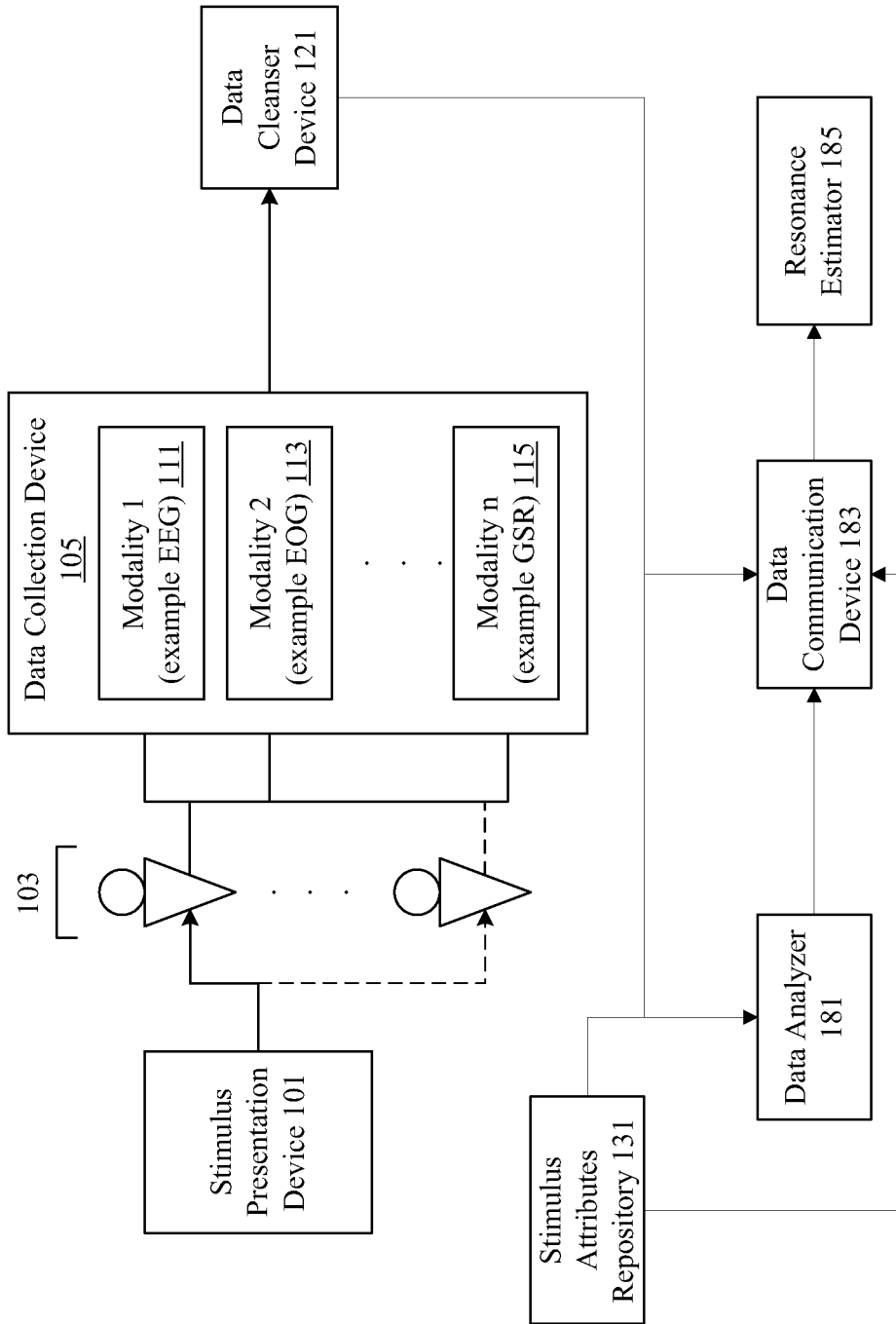


Figure 1

Stimulus Attributes Data Model 201			
Channel 203	Media 205	Time Span 207	Audience 209 Demography 211 ...

Stimulus Purpose Data Model 215	
Intent 217	Objectives 219 Entity Temporal And Spatial Information 221 ...

Stimulus Attributes Data Model 221		
Creation Attributes 223	Ownership Attributes 225	Broadcast Attributes 227 Statistical, Demographic, And Survey Based Identifiers 229 ...

Figure 2

Dataset Data Model 301			
Experiment Name 303	Client Attributes 305	Subject Pool 307	Logistics Information 309 Stimulus Material 311 ...
Subject Attributes Data Model 315			
Subject Name 317	Demographic Attributes 319	Contact Information 321	...
Neuro-Feedback Association Data Model 325			
Experiment Protocols 327	Modalities included 329	Experiment Design Parameters 333	...
Data Collection Data Model 337			
Recording Attributes 339	Equipment Attributes 341	Modalities Recorded 343	Data Storage Attributes 345 ...
Preset Query Data Model 349			
Query Name 351	Accessed Data Collection 353	Access Security Attributes 355	Refresh Attributes 357 ...

Figure 3

Subject Attributes Queries 415		
Location 417	Demographic Attributes 419	Session Information 421 ...
Experimental Design Queries 425		
Experiment Protocols 427	Product Category 429	Surveys Included 431 Stimulus Used 433 ...
Response Assessment Queries 437		
Attention Score 439	Emotion Score 441	Retention Score 443 Effectiveness Score 445 ...

Figure 4

Client Assessment Summary Reports 501			
Effectiveness 503	Component Assessment 505	Resonance Measures 507	...
Client Cumulative Reports 511			
Media Grouped 513	Campaign Grouped 515	Time/Location Grouped 517	...
Industry Cumulative And Syndicated Reports 521			
Aggregate Assessment 523	Top Performers 525	Bottom Performers 527	Outliers 529 Trend 531 ...

Figure 5

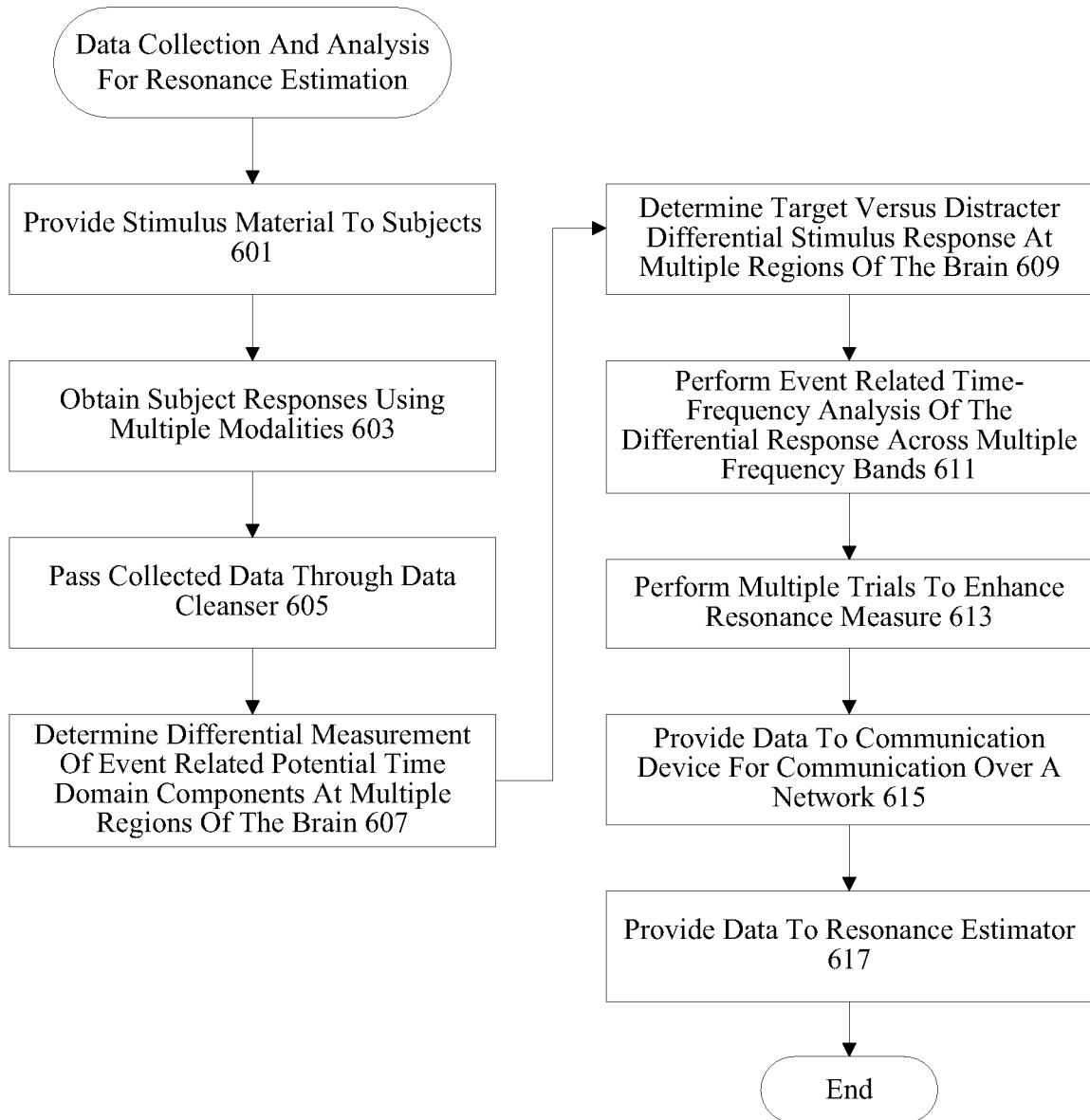


Figure 6

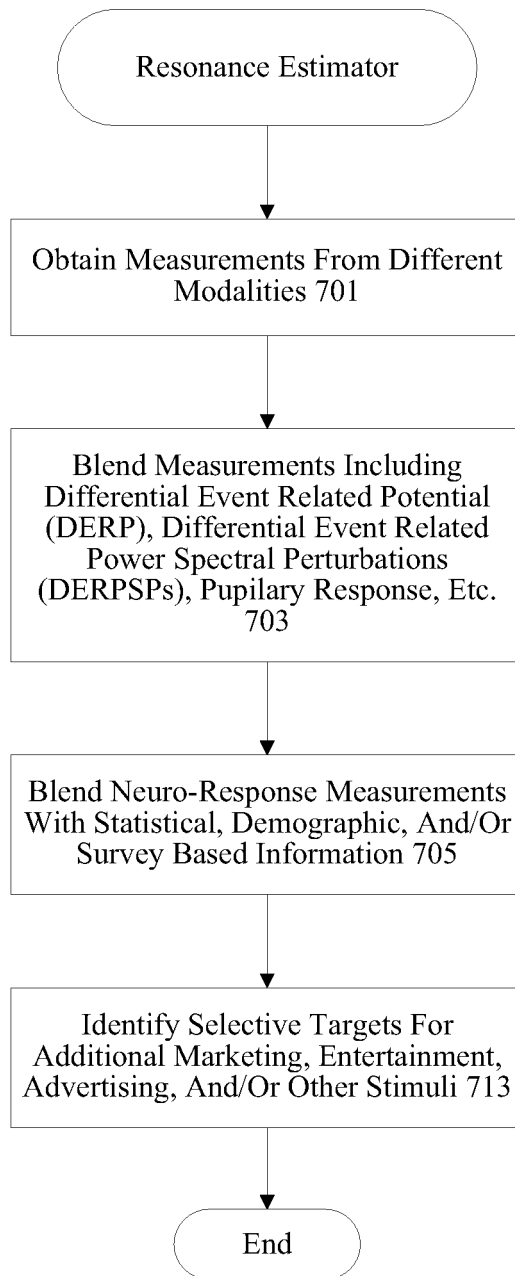


Figure 7

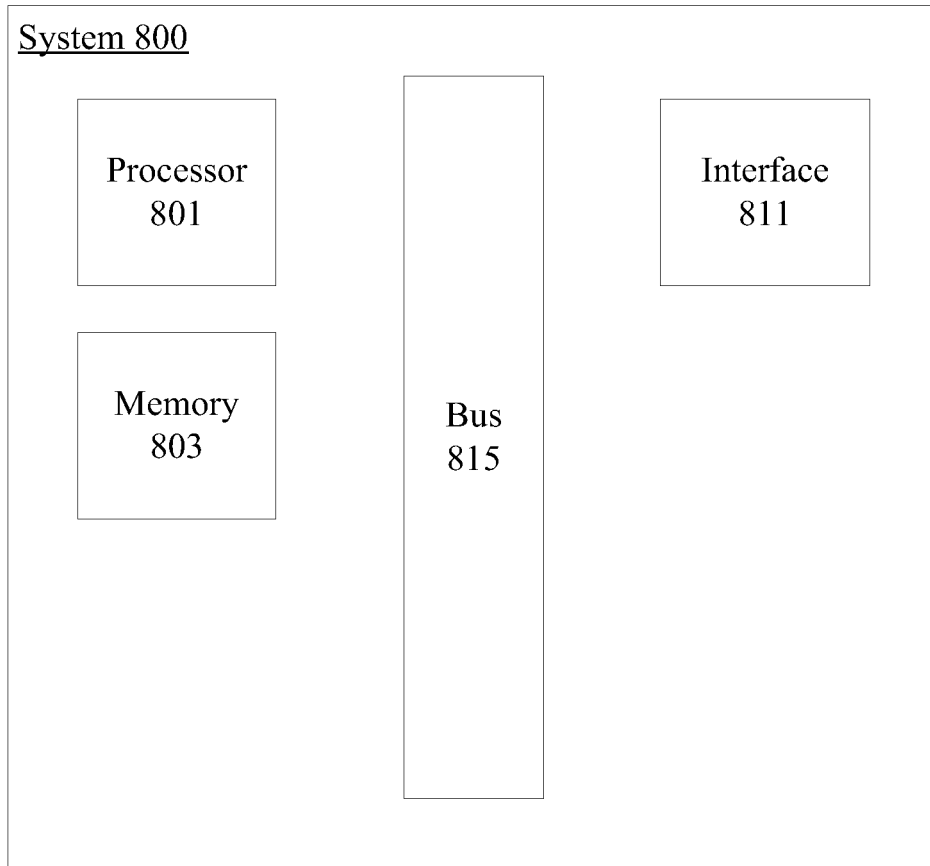


Figure 8

**REFERENCES CITED IN THE DESCRIPTION**

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**Patent documents cited in the description**

- WO 2008121651 A [0004]
- US 5762611 A [0004]

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摘要(译)

系统确定神经反应刺激和刺激属性共振。使用通过事件相关电位(ERP), 脑电图(EEG), 电流皮肤等机制收集的神经反应数据评估刺激材料和刺激材料属性, 如沟通, 概念, 经验, 信息, 图像, 音频, 定价和包装。响应(GSR), 心电图(EKG), 电眼(EOG), 眼动追踪和面部情感编码。分析神经反应数据以确定刺激和刺激属性共振。

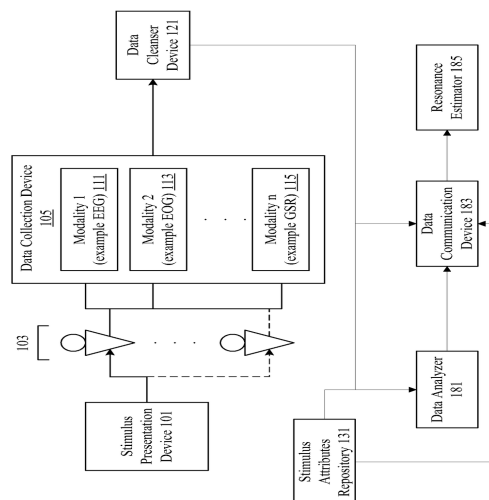


Figure 1