How Do Neurological Measures Work in Advertising?

G. Precourt

Numbers, Please
Digital Fraud’s Black Hole: How to Curb Losses
G. M. Fulgoni, comScore, Inc.

How to Use Neurometrics to Make Better Advertising Decisions: Questions Practitioners Should Ask Vendors and Research Priorities for Scholars

Neuromarketing approaches are promising but not yet perfect. Cautioning buyers, Ehrenberg-Bass Institute’s R. Kennedy and H. Northover call for empirical validation of neuro-tools and propose further research. P183

Decoding Neural Responses to Emotion in Television Commercials: An Integrative Study of Self-Reporting and fMRI Measures

F. Shen (Saint Joseph’s University) and J. D. Morris (University of Florida) combine a visual self-reporting scale with functional magnetic resonance imaging to measure emotional response to television commercials. P193

Toward a Better Understanding of Advertising Stimuli Processing: Exploring the Link between Consumers’ Eye-Fixation and Their Subconscious Responses

EEG and eye-tracking data results reveal ways peripheral information can enhance subconscious responses toward an entire DVD cover. M. Matukin (Neurohm, Poland); R. Ohme and C. Boshoff (Stellenbosch University) P205

EEG- Based Measures versus Panel Ratings: Predicting Social Media-Based Behavioral Response to Super Bowl Ads

Neuroengagement measures are more reliable than self-reporting metrics when assessing online response to powerful video content, as the emotional power of Super Bowl ads spurs a strong response in the brain. G. Deitz, M. B. Royne, C. Huang, J. T. Coleman, M. C. Peasley (University of Memphis) P217