

# Propositions

attached to the thesis

## **Emotional Experience and Advertising Effectiveness On the use of EEG in marketing**

by

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- I. Whether emotions are truly basic or not (Ekman, 1999), emotional experiences can be reliably captured in both language expressions and patterns of EEG activity because of general components, in particular arousal and specific muscle tension, that people share to the same extent across such experiences (Chapter 2).
- II. A localizer task can mitigate the problem of reverse inference, also in EEG studies (Chapter 3).
- III. Given predictive validity of EEG metrics, it is important to gain understanding of the interpretation of the metrics for the purpose of actionability (Chapter 3, 4).
- IV. Once we understand the psychological processes reflected by the EEG metrics, practitioners need to know the specific marketing communication objectives of their clients, in order to select the appropriate metric (Chapter 3).
- V. Trailer makers should engage the viewer, for example by emphasizing the narrative, given that gamma band activity during movie trailers is associated with increases in box office results (Chapter 4).
- VI. Predictions in neuromarketing are probabilistic instead of deterministic, and most of the fears and ethical concerns that are raised, are either unrealistic or not distinctive of neuromarketing (Stanton, Sinnott-Armstrong, Huettel, 2016).
- VII. Marketing journals should be more open to interdisciplinary research.
- VIII. Given the high risk at serious head and brain injury in bike accidents (Stichting Wetenschappelijk Onderzoek Verkeersveiligheid), marketing campaigns should be set up in order to encourage bicycle helmet use.
- IX. Since the presence of digital technology and social media in children's lives is increasing, as is the load on their brain, we should be mindful of teaching them mindfulness.
- X. Many (anatomical) properties are common to both the central nervous system (CNS) and enteric nervous system (ENS) (e.g., Rao & Gershon, 2016), hence the reference to the gut as the "second brain". Consequently, doctors should take gut dysbiosis/ irritable bowel syndrome (IBS) more seriously.
- XI. "The more you know, the more you think you don't. The more you don't know, the more you think you do" (Haemin Sunim, 2012, see also Confucius, Socrates).