

CHOCOLATE

an experiment on its emotional effects



do visual stimuli of chocolate have the same or higher emotional effects on the individual as compared to eating it?

EXPERIMENT

- EEG headsets
- Measured brainwave activity of stimuli;
 - Visual
 - Neutral
 - Taste of Chocolate
- 30 seconds
- 6 female subjects: age 18 and 25
- NeuroVault™

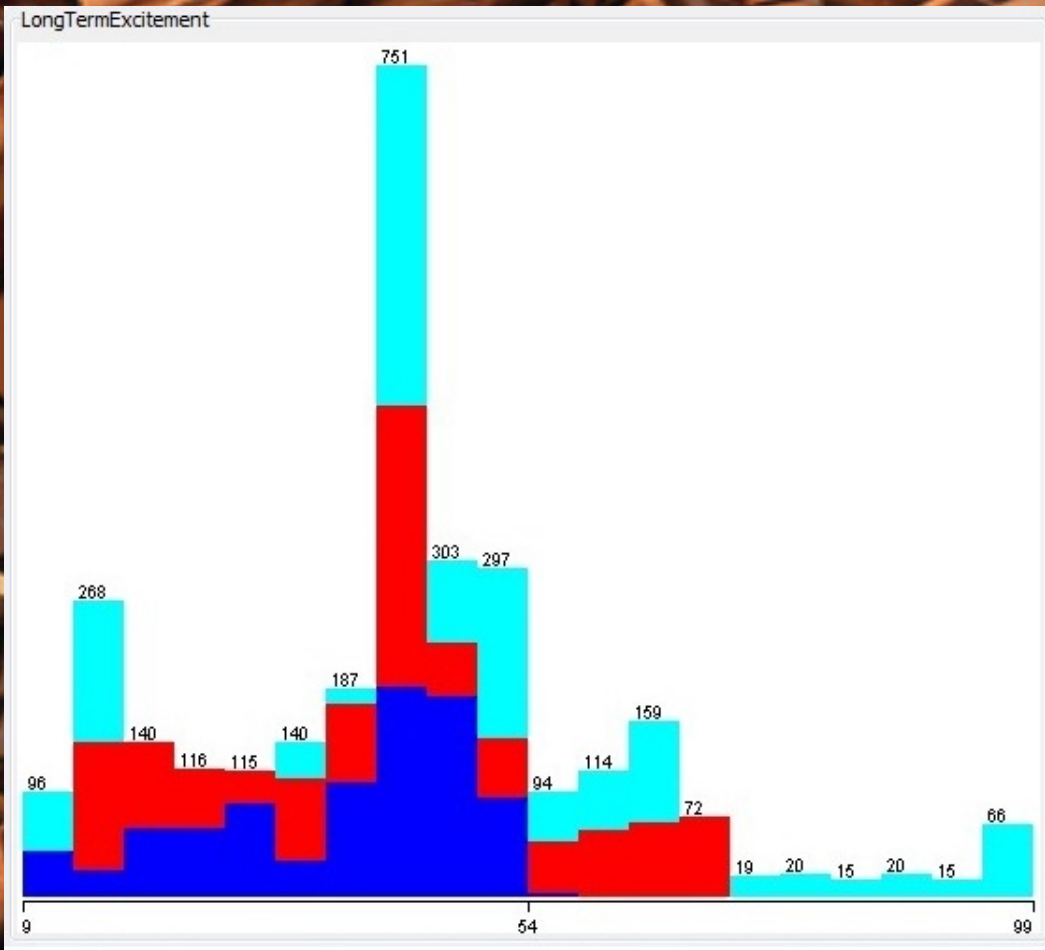
VIDEO



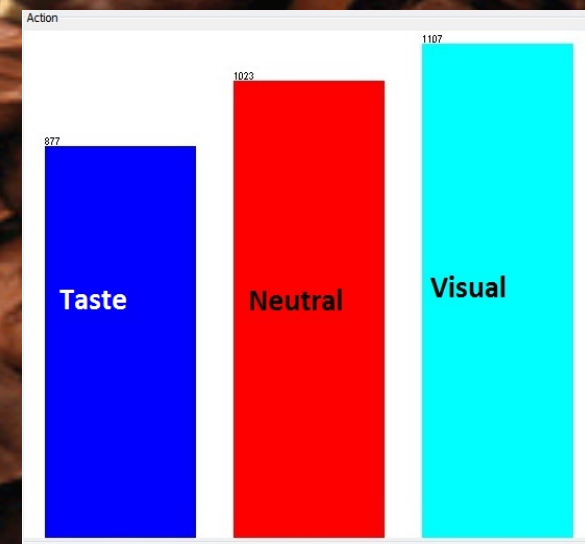
RESULTS

Emotional effect:

Visual stimuli > Consumption of chocolate



P-value (0.11)



CONCLUSION

- Long Term excitement : Visual > Consumption?
 - Graphs and tree-diagrams
 - Statistical test
- Biases & Confounders
- Further research