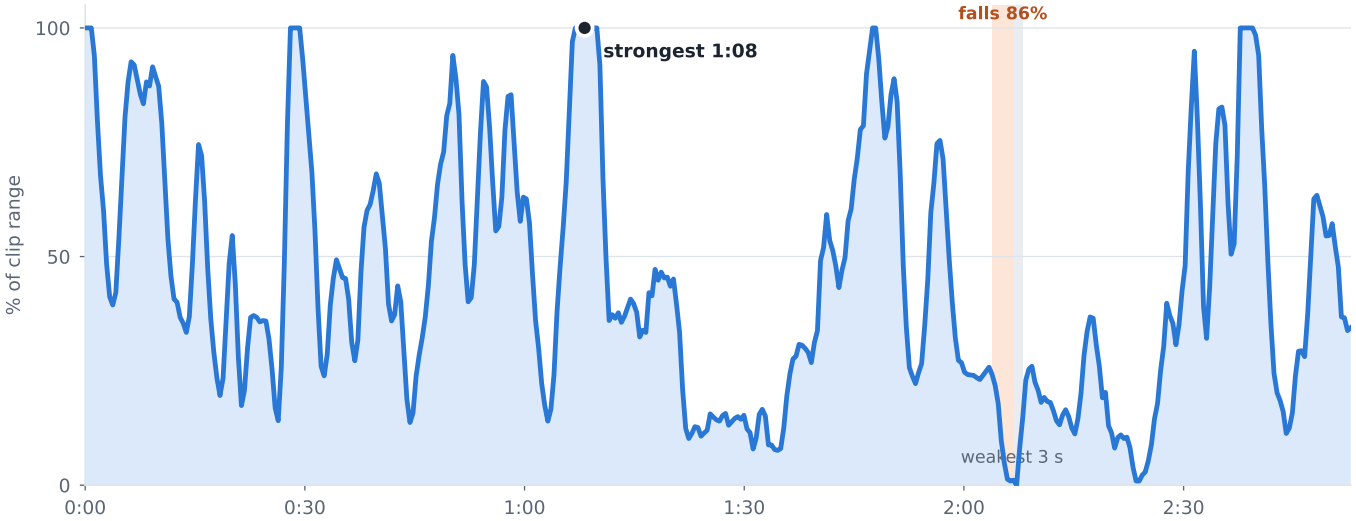
VIDEO REPORT

Squatty Potty: This Unicorn Changed the Way I Poo

STRONGEST SECOND	STEEPEST FALL	WEAKEST 3 SECONDS	AVERAGE LEVEL
1:08	**86%**	**2:05 to 2:08**	**45%**
after the first three seconds	2:04 to 2:07	lowest stretch of the curve	of this clip's own range

Predicted response across the video

Each point is one second. The scale is this clip's own range: 0 is its lowest second, 100 its highest.



What the model predicts

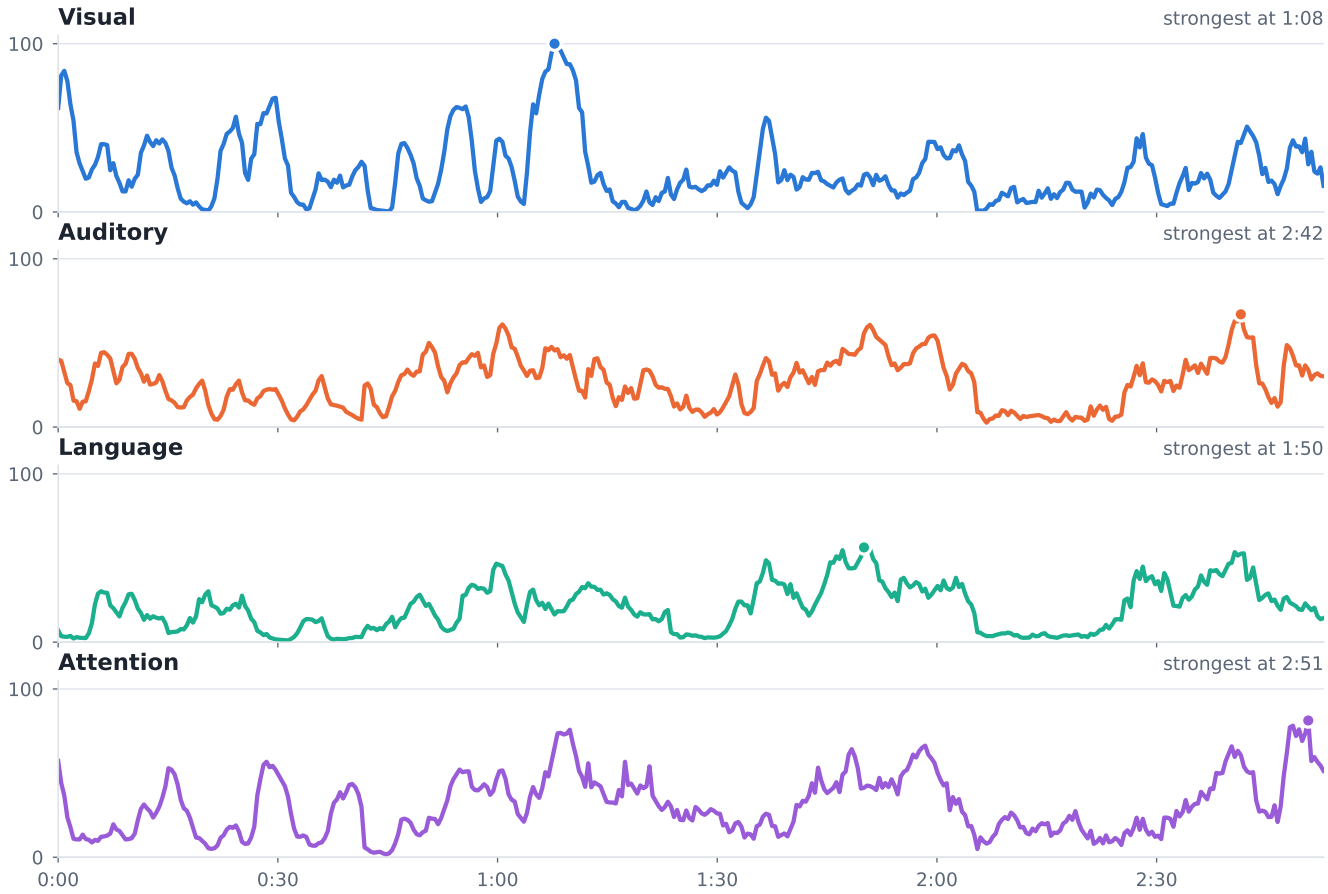
- After the first three seconds, the predicted brain response peaks at 1:08, the predicted response falls 86% between 2:04 and 2:07, and the weakest 3-second stretch is 2:05 to 2:08.
- After the fall at 2:07 the predicted response comes back up past its pre-fall level by 2:42 (183% of it), the strongest moment after the opening.
- The attention network has the highest predicted response for 42% of the clip, the visual network for 22%.
- Speech is present in 13% of the seconds; the words are set against the curve on the later pages.

In this report

Brain networks: which of the four networks leads, and when
Key moments: the seconds worth a close look, with the frame and the words
Every second: level, leading network, most active regions and words
How to read this report: what each number is and what it is not

Brain networks

The model's cortical prediction is summarised as four networks. Each panel is scaled to that network's own range within this clip, so compare the shape and the timing of the panels, not their heights.



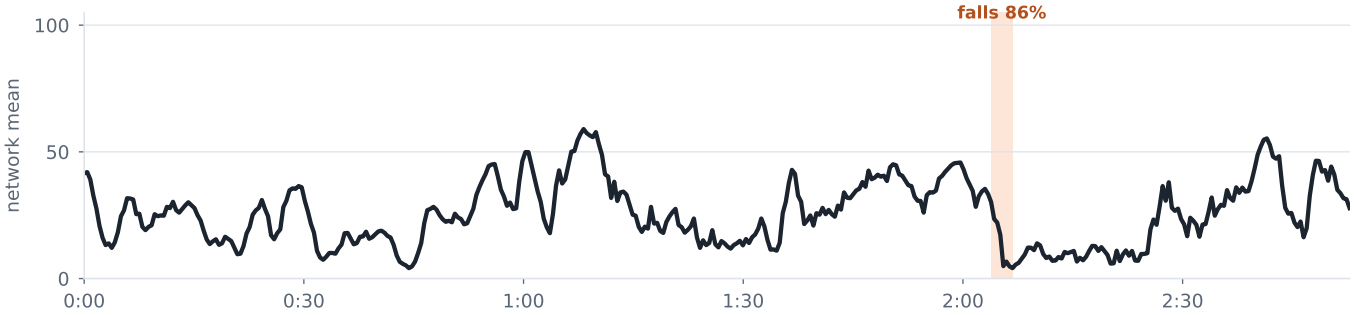
Leading network, second by second



NETWORK	LEADS FOR	SHARE OF THE CLIP	ITS STRONGEST SECOND
Attention	73 s	42%	2:51
Visual	38 s	22%	1:08
Auditory	38 s	22%	2:42
Language	23 s	14%	1:50

Mean of the four networks

This is the one series a percentage change is taken on, because it is not stretched to fill the chart. A fall is reported only when it starts at or above the clip average and loses 20% or more within three seconds.



Key moments

The seconds that define this video's predicted response. Levels are on the clip's own 0 to 100 range.

0:00 Opening

100 of 100

Leading network	Visual
System	Early visual cortex
Regions	Dorsal visual V3B; Lateral intraparietal (attention/eye movements)

“This is where your ice cream comes from.”

1:08 Strongest second

100 of 100

Leading network	Visual
System	Motion tracking (V5/MT)
Regions	Motion-related; Upper visual field area

“Kink, un -kink.”

2:04 Fall begins

24 of 100

Leading network	Auditory
System	Scene & place recognition
Regions	Parieto-occipital sulcus; Anterior cingulate (attention)

“Not to mention the 2 ,000 Amazon users who gave the Squatty Potty five stars, including the author”

2:05 Weakest 3 s begin

10 of 100

Leading network	Auditory
System	Scene & place recognition
Regions	Parieto-occipital sulcus; Anterior cingulate (attention)

“Not to mention the 2 ,000 Amazon users who gave the Squatty Potty five stars, including the author of this moving haiku.”

2:07 Fall ends

1 of 100

Leading network	Attention
System	Salience / control
Regions	Middle insula (salience / body signals); Cingulate (control)

“of this moving haiku. Oh, Squatty Potty.”

2:42 Best after the fall

49 of 100

Leading network	Auditory
System	Voice & speech
Regions	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)

“will ice cream How does it taste is that delicious is that the best thing you've ever had in your life you.”

Every second

This video is long, so each row covers 2 seconds: the level is their average and the regions are those of the strongest second in the row. Level is the position on the clip's own 0 to 100 range. The strongest second is marked with a dot; rows inside the steepest fall are tinted. Words are listed at the second their line starts.

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
0:00 to 0:01	100	Visual	Dorsal visual V3B; Lateral intraparietal (attention/eye movements)	*This is where your ice cream comes from.*	medium
0:01 to 0:02	97	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)		medium
0:02 to 0:03	74	Visual	Higher visual: color + face/object patches; Color & form processing	*The creamy poop of a mystic unicorn.*	medium
0:03 to 0:03	54	Visual	Higher visual: color + face/object patches; Visual area V3		medium
0:03 to 0:04	40	Visual	Motion processing; Posterior inferotemporal (objects)		medium
0:04 to 0:05	48	Auditory	Temporo-parieto-occipital junction; Superior temporal sulcus (speech)		lower
0:05 to 0:06	74	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	*Totally clean, totally cool, and soft -serve straight from a sphincter.*	lower
0:06 to 0:07	90	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:07 to 0:08	90	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:08 to 0:08	84	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:08 to 0:09	88	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:09 to 0:10	90	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:10 to 0:11	83	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	*Mmm, they're good at pooping.*	lower
0:11 to 0:12	60	Visual	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:12 to 0:13	43	Visual	Temporo-occipital visual (objects); Motion processing		medium
0:13 to 0:13	38	Visual	Temporo-occipital visual (objects); Lateral occipital (objects)	*But you know who sucks at pooping?*	medium
0:13 to 0:14	34	Visual	Lateral occipital (objects); Temporo-occipital visual (objects)		medium
0:14 to 0:15	43	Visual	Temporo-occipital visual (objects); Superior parietal (touch / reach)	*You do.*	medium
0:15 to 0:16	68	Attention	Temporo-occipital visual (objects); Superior parietal (touch / reach)	*That's because when you sit on the porcelain throne, this muscle puts a kink in the hose and*	medium
0:16 to 0:17	67	Attention	Temporo-occipital visual (objects); Superior parietal (touch / reach)		medium
0:17 to 0:18	42	Attention	Temporo-occipital visual (objects); Early visual cortex		medium
0:18 to 0:18	26	Attention	Temporo-occipital visual (objects); Early visual cortex		medium
0:18 to 0:19	22	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:19 to 0:20	42	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*stops the Ben and Jerry's from sliding out smoothly.*	medium
0:20 to 0:21	49	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:21 to 0:22	23	Language	Voice & speech; Parieto-occipital sulcus		lower

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
0:22 to 0:23	25	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)	*Is that a problem?*	medium
0:23 to 0:23	37	Visual	Ventro-medial visual (scene); Higher visual: color + face/object patches		medium
0:23 to 0:24	36	Visual	Ventro-medial visual (scene); Dorsal motion/form area	*I don't know.*	medium
0:24 to 0:25	36	Visual	Higher visual: color + face/object patches; Ventro-medial visual (scene)	*Are hemorrhoids a problem?*	medium
0:25 to 0:26	29	Visual	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	*Because sitting at this angle can cause hemorrhoids, bloating, constipation, and a*	lower
0:26 to 0:27	16	Visual	Superior temporal sulcus (speech); Temporo-parieto-occipital junction		lower
0:27 to 0:28	37	Visual	Lateral occipital (objects); Upper visual field area		medium
0:28 to 0:28	89	Visual	Lateral occipital (objects); Upper visual field area		medium
0:28 to 0:29	100	Visual	Lateral occipital (objects); Upper visual field area		medium
0:29 to 0:30	97	Visual	Lateral occipital (objects); Upper visual field area	*And seriously, unicorn hemorrhoids, the glitter gets everywhere.*	medium
0:30 to 0:31	81	Visual	Temporo-occipital visual (objects); Lateral occipital (objects)		medium
0:31 to 0:32	62	Attention	Temporo-occipital visual (objects); Intraparietal sulcus (spatial attention)		medium
0:32 to 0:33	32	Attention	Temporo-occipital visual (objects); Early visual cortex		medium
0:33 to 0:33	26	Attention	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:33 to 0:34	42	Attention	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:34 to 0:35	48	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*But what happens when you go from a sit to a squat?*	medium
0:35 to 0:36	45	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:36 to 0:37	36	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:37 to 0:38	29	Visual	Temporo-occipital visual (objects); Early visual cortex		medium
0:38 to 0:38	51	Attention	Temporo-occipital visual (objects); Superior parietal (touch / reach)	*Voila! This muscle relaxes and that kink goes away faster than Pegasus laying sweet*	medium
0:38 to 0:39	61	Attention	Temporo-occipital visual (objects); Superior parietal (touch / reach)		medium
0:39 to 0:40	66	Attention	Temporo-occipital visual (objects); Early visual cortex		medium
0:40 to 0:41	62	Attention	Temporo-occipital visual (objects); Intraparietal sulcus (spatial attention)		medium
0:41 to 0:42	46	Attention	Intraparietal (attention); Parahippocampal (scene)		lower
0:42 to 0:43	37	Visual	Auditory area 5 (superior temporal); Auditory association cortex		medium
0:43 to 0:44	42	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*Now your colon's open and ready for battle.*	medium
0:44 to 0:44	24	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
0:44 to 0:45	15	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:45 to 0:46	26	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
0:46 to 0:47	34	Visual	Auditory area 5 (superior temporal); Motion-related	*That's because our bodies were made to poop in a squat, and now there's a product that*	medium
0:47 to 0:48	48	Visual	Motion-related; Lateral occipital (objects)		medium
0:48 to 0:49	62	Visual	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:49 to 0:49	72	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:49 to 0:50	82	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*you squat in your own home.*	medium
0:50 to 0:51	91	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:51 to 0:52	72	Auditory	Auditory area 5 (superior temporal); Auditory association cortex	*Introducing the Squatty Potty.*	medium
0:52 to 0:53	44	Auditory	Auditory area 5 (superior temporal); Auditory association cortex		medium
0:53 to 0:54	45	Visual	Higher visual: color + face/object patches; Lateral occipital (objects)		medium
0:54 to 0:54	70	Visual	Lateral occipital (objects); Motion-related		medium
0:54 to 0:55	88	Visual	Lateral occipital (objects); Motion-related	*No, Squatty Potty is not Not a joke.*	medium
0:55 to 0:56	72	Visual	Lateral occipital (objects); Motion-related		medium
0:56 to 0:57	56	Visual	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*And yes, it will give you the best poop of your life.*	medium
0:57 to 0:58	70	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:58 to 0:59	85	Attention	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:59 to 0:59	69	Attention	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
0:59 to 1:00	60	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	*Guaranteed. I don't just mean you bloated lords and hemorrhoidal ladies.*	lower
1:00 to 1:01	60	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
1:01 to 1:02	41	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
1:02 to 1:03	26	Auditory	Early visual cortex; Dorsolateral prefrontal (control)		medium
1:03 to 1:04	16	Auditory	Early visual cortex; Supplementary motor (action)		medium
1:04 to 1:04	20	Auditory	Higher visual: color + face/object patches; Frontal eye fields (gaze control)	*I mean everyone.*	medium
1:04 to 1:05	43	Visual	Higher visual: color + face/object patches; Frontal eye fields (gaze control)		medium
1:05 to 1:06	61	Visual	Motion processing; Higher visual: color + face/object patches		medium
1:06 to 1:07	90	Visual	Dorsal visual V3A; Upper visual field area	*Kink, un -kink.*	medium
1:07 to 1:08	100	Visual	Motion processing; Upper visual field area		medium
1:08 to 1:09	100 ●	Visual	Upper visual field area; Motion-related		medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
1:09 to 1:09	100	Visual	Motion-related; Upper visual field area		medium
1:09 to 1:10	100	Visual	Motion-related; Upper visual field area		medium
1:10 to 1:11	79	Visual	Motion-related; Upper visual field area	*It's simple science, really.*	medium
1:11 to 1:12	43	Visual	Motion-related; Motion area (V5)		medium
1:12 to 1:13	37	Attention	Early visual cortex; Temporo-parieto-occipital junction		medium
1:13 to 1:14	37	Attention	Parieto-occipital sulcus; Dorsolateral prefrontal (working memory / control)	*Can't get the last scoop out of the carton.*	medium
1:14 to 1:14	38	Attention	Parieto-occipital sulcus; Anterior cingulate (control)		medium
1:14 to 1:15	40	Attention	Parieto-occipital sulcus; Anterior cingulate (control)	*With the Squatty Potty, you get complete elimination.*	medium
1:15 to 1:16	35	Attention	Parieto-occipital sulcus; Anterior insula (salience)		medium
1:16 to 1:17	34	Attention	Anterior insula (salience); Parieto-occipital sulcus		lower
1:17 to 1:18	42	Attention	Anterior cingulate (control); Cingulate (control)	*Spend too much time on the chamber pot, the Squatty Potty makes you go twice as fast, all*	lower
1:18 to 1:19	46	Attention	Anterior cingulate (control); Cingulate (control)		lower
1:19 to 1:19	46	Attention	Ventral DLPFC (control); Spatial attention		lower
1:19 to 1:20	44	Attention	Ventral DLPFC (control); Anterior cingulate (control)		lower
1:20 to 1:21	42	Attention	Anterior cingulate (control); Ventral DLPFC (control)		lower
1:21 to 1:22	27	Attention	Ventral DLPFC (control); Spatial attention	*your money back.*	lower
1:22 to 1:23	11	Attention	Lateral belt (secondary auditory); Posterior belt (secondary auditory)		medium
1:23 to 1:24	12	Attention	Parieto-occipital sulcus; Superior frontal (attention)	*scream, you scream, and plop, plop, baby.*	medium
1:24 to 1:25	12	Attention	Frontal eye fields (gaze control); Anterior superior-temporal auditory		lower
1:25 to 1:25	12	Attention	Anterior superior-temporal auditory; Upper visual field area		medium
1:25 to 1:26	15	Attention	Anterior superior-temporal auditory; Inferior frontal junction (control)		medium
1:26 to 1:27	14	Attention	Medial intraparietal (reach planning); Lateral intraparietal (attention/eye movements)	*Maybe you're sore from squeezing out solid globs of rocky road.*	lower
1:27 to 1:28	15	Attention	Inferior frontal junction (control); Lateral intraparietal (attention/eye movements)		lower
1:28 to 1:29	14	Attention	Inferior frontal junction (control); Lateral intraparietal (attention/eye movements)		lower
1:29 to 1:30	15	Attention	Inferior frontal junction (control); Inferior frontal junction (attention switching)		lower
1:30 to 1:30	15	Attention	Lateral intraparietal (attention/eye movements); Inferior frontal junction (control)	*The Squatty Potty gives you a smooth stream of froyo that glides like a virgin swan.*	lower
1:30 to 1:31	12	Visual	Lateral intraparietal (attention/eye movements); Intraparietal sulcus (spatial attention)		lower

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
1:31 to 1:32	9	Visual	Ventro-medial visual (scene); Anterior superior-temporal auditory		medium
1:32 to 1:33	16	Auditory	Lateral belt (secondary auditory); Posterior belt (secondary auditory)		medium
1:33 to 1:34	12	Auditory	Parieto-occipital sulcus; Intraparietal (attention)		medium
1:34 to 1:35	8	Language	Language network; Inferior frontal junction (attention switching)	*Plus, when you're done, it tucks neatly out of sight, thanks to its innovative, patented*	lower
1:35 to 1:35	8	Language	Early visual cortex; Inferior frontal junction (attention switching)		medium
1:35 to 1:36	16	Language	Ventro-medial visual (scene); Parieto-occipital sulcus		medium
1:36 to 1:37	26	Visual	Ventro-medial visual (scene); Parieto-occipital sulcus		medium
1:37 to 1:38	30	Visual	Anterior superior-temporal auditory; Parieto-occipital sulcus		medium
1:38 to 1:39	30	Language	Anterior superior-temporal auditory; Auditory association cortex		medium
1:39 to 1:40	28	Language	Auditory area 5 (superior temporal); Auditory association cortex	*Truly a footstool fit for a constipated king.*	medium
1:40 to 1:40	32	Language	Auditory area 5 (superior temporal); Auditory association cortex		medium
1:40 to 1:41	51	Auditory	Auditory area 5 (superior temporal); Auditory association cortex		medium
1:41 to 1:42	56	Auditory	Auditory area 5 (superior temporal); Lateral belt (secondary auditory)	*So, if you're a human being who poops from your butt, click here to order your Squatty Potty*	medium
1:42 to 1:43	50	Attention	Inferior frontal junction (attention switching); Auditory area 5 (superior temporal)		lower
1:43 to 1:44	45	Attention	Temporo-parieto-occipital junction; Frontal eye fields (gaze control)		lower
1:44 to 1:45	54	Attention	Temporo-parieto-occipital junction; Perisylvian language area		lower
1:45 to 1:45	64	Attention	Temporo-parieto-occipital junction; Superior temporal sulcus (speech)		lower
1:45 to 1:46	75	Language	Superior temporal sulcus (speech); Temporo-parieto-occipital junction	*today at squattypotty .com.*	lower
1:46 to 1:47	84	Language	Superior temporal sulcus (speech); Temporo-parieto-occipital junction		lower
1:47 to 1:48	98	Attention	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
1:48 to 1:49	97	Attention	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	*You wish you'd tried it years ago.*	lower
1:49 to 1:50	80	Attention	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
1:50 to 1:50	82	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	*And if you don't trust a prince, how about your doctor?*	lower
1:50 to 1:51	86	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
1:51 to 1:52	58	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
1:52 to 1:53	30	Auditory	Superior temporal sulcus (speech); Early visual cortex		lower
1:53 to 1:54	23	Auditory	Supplementary & cingulate eye field (action control); Early visual cortex	*Shark Tank, HuffPost, NPR, Men's Health, Howard Stern?*	lower

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
1:54 to 1:55	26	Attention	Temporo-parieto-occipital junction; Perisylvian language area		lower
1:55 to 1:55	40	Attention	Temporo-parieto-occipital junction; Superior temporal sulcus (speech)		lower
1:55 to 1:56	63	Attention	Temporo-parieto-occipital junction; Auditory area 5 (superior temporal)		lower
1:56 to 1:57	75	Attention	Auditory area 5 (superior temporal); Auditory association cortex	*He poops from his butt.*	medium
1:57 to 1:58	66	Attention	Auditory area 5 (superior temporal); Temporo-parieto-occipital junction		medium
1:58 to 1:59	45	Attention	Perisylvian language area; Frontal eye fields (gaze control)	*They're all crazy about the Squatty Potty.*	lower
1:59 to 2:00	30	Attention	Perisylvian language area; Cingulate (control)		lower
2:00 to 2:01	26	Attention	Cingulate (control); Anterior cingulate (monitoring)	*Not to mention the 2 ,000 Amazon users who gave the Squatty Potty five stars, including*	lower
2:01 to 2:01	24	Attention	Parieto-occipital sulcus; Dorsolateral prefrontal (working memory / control)		medium
2:01 to 2:02	24	Visual	Parieto-occipital sulcus; Frontal eye fields (gaze control)		medium
2:02 to 2:03	24	Visual	Parieto-occipital sulcus; Higher visual: color + face/object patches		medium
2:03 to 2:04	25	Visual	Parieto-occipital sulcus; Anterior cingulate (attention)		medium
2:04 to 2:05	23	Auditory	Parieto-occipital sulcus; Anterior cingulate (attention)		medium
2:05 to 2:06	14	Auditory	Parieto-occipital sulcus; Anterior cingulate (control)	*of this moving haiku.*	medium
2:06 to 2:06	3	Auditory	Early visual cortex; Superior temporal sulcus (speech)		medium
2:06 to 2:07	1	Attention	Middle insula (salience / body signals); Cingulate (control)		lower
2:07 to 2:08	4	Attention	Middle insula (salience / body signals); Cingulate (control)	*Oh, Squatty Potty.*	lower
2:08 to 2:09	19	Attention	Anterior superior-temporal auditory; Middle insula (salience / body signals)		medium
2:09 to 2:10	26	Attention	Anterior superior-temporal auditory; Anterior cingulate (control)	*You fill me with endless joy.*	medium
2:10 to 2:11	22	Attention	Anterior cingulate (control); Anterior superior-temporal auditory		lower
2:11 to 2:11	19	Attention	Anterior superior-temporal auditory; Spatial attention		medium
2:11 to 2:12	18	Attention	Anterior superior-temporal auditory; Medial intraparietal (reach planning)		medium
2:12 to 2:13	15	Attention	Anterior superior-temporal auditory; Intraparietal (attention)	*Yet leave me empty.*	medium
2:13 to 2:14	14	Attention	Anterior superior-temporal auditory; Intraparietal (attention)		medium
2:14 to 2:15	16	Attention	Anterior superior-temporal auditory; Medial intraparietal (reach planning)		medium
2:15 to 2:16	12	Attention	Intraparietal (attention); Anterior superior-temporal auditory	*So order your Squatty Potty today.*	lower
2:16 to 2:16	17	Attention	Anterior superior-temporal auditory; Ventro-medial visual (scene)		medium
2:16 to 2:17	31	Attention	Anterior superior-temporal auditory; Ventro-medial visual (scene)		medium

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
2:17 to 2:18	37	Attention	Anterior superior-temporal auditory; Ventro-medial visual (scene)	*I'm not saying it will make your poop as soft as this cookies and cream, but I'm not*	medium
2:18 to 2:19	28	Attention	Medial intraparietal (reach planning); Ventro-medial visual (scene)		lower
2:19 to 2:20	20	Attention	Medial intraparietal (reach planning); Ventro-medial visual (scene)		lower
2:20 to 2:21	12	Attention	Ventro-medial visual (scene); Anterior superior-temporal auditory		medium
2:21 to 2:21	9	Attention	Anterior superior-temporal auditory; Ventro-medial visual (scene)		medium
2:21 to 2:22	11	Visual	Ventro-medial visual (scene); Anterior superior-temporal auditory	*saying it won't Squatty potty the stool for better stool pooping will never be the same*	medium
2:22 to 2:23	9	Visual	Anterior superior-temporal auditory; Ventro-medial visual (scene)		medium
2:23 to 2:24	2	Attention	Parieto-occipital sulcus; Dorsal visual transitional		medium
2:24 to 2:25	2	Language	Parieto-occipital sulcus; Ventro-medial visual (scene)		medium
2:25 to 2:26	4	Language	Ventro-medial visual (scene); Parieto-occipital sulcus		medium
2:26 to 2:26	12	Visual	Parieto-occipital sulcus; Lateral belt (secondary auditory)		medium
2:26 to 2:27	22	Visual	Parieto-occipital sulcus; Auditory area 5 (superior temporal)		medium
2:27 to 2:28	35	Visual	Lateral belt (secondary auditory); Posterior belt (secondary auditory)		medium
2:28 to 2:29	36	Visual	Auditory area 5 (superior temporal); Auditory association cortex		medium
2:29 to 2:30	33	Language	Auditory area 5 (superior temporal); Auditory association cortex		medium
2:30 to 2:31	45	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
2:31 to 2:31	76	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
2:31 to 2:32	87	Language	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	*will ice cream How does it taste is that delicious is that the best thing you've ever*	medium
2:32 to 2:33	50	Attention	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
2:33 to 2:34	38	Attention	Temporo-parieto-occipital junction; Superior temporal sulcus (speech)		lower
2:34 to 2:35	67	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
2:35 to 2:36	82	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
2:36 to 2:36	70	Language	Superior temporal sulcus (speech); Temporo-parieto-occipital junction		lower
2:36 to 2:37	52	Attention	Superior temporal sulcus (speech); Temporo-parieto-occipital junction		lower
2:37 to 2:38	86	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
2:38 to 2:39	100	Attention	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)		medium
2:39 to 2:40	100	Attention	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
2:40 to 2:41	96	Attention	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
2:41 to 2:42	72	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)		lower
2:42 to 2:42	42	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	*in your life you.*	lower
2:42 to 2:43	22	Auditory	Higher visual: color + face/object patches; Dorsal visual V3B		medium
2:43 to 2:44	17	Visual	Higher visual: color + face/object patches; Early visual cortex		medium
2:44 to 2:45	12	Visual	Parieto-occipital sulcus; Early visual cortex		medium
2:45 to 2:46	20	Language	Motion processing; Motion area (V5)		medium
2:46 to 2:47	29	Attention	TPO junction; Superior temporal visual		lower
2:47 to 2:47	33	Attention	Perisylvian language area; Superior temporal visual		lower
2:47 to 2:48	56	Attention	Perisylvian language area; Frontal eye fields (gaze control)		lower
2:48 to 2:49	62	Attention	Perisylvian language area; Frontal eye fields (gaze control)		lower
2:49 to 2:50	57	Attention	Cingulate (control); Anterior cingulate (monitoring)		lower
2:50 to 2:51	56	Attention	Cingulate (control); Anterior cingulate (monitoring)		lower
2:51 to 2:52	50	Attention	Dorsolateral prefrontal (working memory); Anterior cingulate (monitoring)		lower
2:52 to 2:52	37	Attention	Parieto-occipital sulcus; Anterior cingulate (monitoring)		medium
2:52 to 2:53	34	Attention	Anterior cingulate (monitoring); Cingulate (control)		lower

The words against the curve

Each spoken line with the average predicted level while it is said (clip range, 0 to 100). The clip average is 45; the tick on each bar marks it.

0:00	90	This is where your ice cream comes from.
0:02	50	The creamy poop of a mystic unicorn.
0:05	86	Totally clean, totally cool, and soft -serve straight from a sphincter.
0:11	54	Mmm, they're good at pooping.
0:13	36	But you know who sucks at pooping?
0:15	49	You do.
0:16	42	That's because when you sit on the porcelain throne, this muscle puts a kink in the hose and
0:20	36	stops the Ben and Jerry's from sliding out smoothly.
0:22	35	Is that a problem?
0:24	36	I don't know.
0:24	36	Are hemorrhoids a problem?
0:25	58	Because sitting at this angle can cause hemorrhoids, bloating, constipation, and a buttload of crap.
0:30	54	And seriously, unicorn hemorrhoids, the glitter gets everywhere.
0:34	40	But what happens when you go from a sit to a squat?
0:38	51	Voila!
0:38	54	This muscle relaxes and that kink goes away faster than Pegasus laying sweet sherbet dookie.
0:43	24	Now your colon's open and ready for battle.
0:46	60	That's because our bodies were made to poop in a squat, and now there's a product that lets
0:50	89	you squat in your own home.
0:52	54	Introducing the Squatty Potty.
0:55	72	No, Squatty Potty is not Not a joke.
0:57	72	And yes, it will give you the best poop of your life.
0:59	60	Guaranteed.
1:00	45	I don't just mean you bloated lords and hemorrhoidal ladies.
1:04	26	I mean everyone.
1:07	99	Kink, un -kink.
1:11	47	It's simple science, really.
1:13	38	Can't get the last scoop out of the carton.
1:15	37	With the Squatty Potty, you get complete elimination.
1:18	41	Spend too much time on the chamber pot, the Squatty Potty makes you go twice as fast, all
1:22	14	your money back.

The words (continued)

1:23		13	scream, you scream, and plop, plop, baby.
1:26		14	Maybe you're sore from squeezing out solid globs of rocky road.
1:30		12	The Squatty Potty gives you a smooth stream of froyo that glides like a virgin swan.
1:34		20	Plus, when you're done, it tucks neatly out of sight, thanks to its innovative, patented design.
1:39		37	Truly a footstool fit for a constipated king.
1:42		57	So, if you're a human being who poops from your butt, click here to order your Squatty Potty
1:46		90	today at squattypotty .com.
1:48		83	You wish you'd tried it years ago.
1:50		57	And if you don't trust a prince, how about your doctor?
1:54		40	Shark Tank, HuffPost, NPR, Men's Health, Howard Stern?
1:57		70	He poops from his butt.
1:58		33	They're all crazy about the Squatty Potty.
2:00		22	Not to mention the 2 ,000 Amazon users who gave the Squatty Potty five stars, including the author
2:05		5	of this moving haiku.
2:08		19	Oh, Squatty Potty.
2:10		21	You fill me with endless joy.
2:13		15	Yet leave me empty.
2:15		24	So order your Squatty Potty today.
2:17		19	I'm not saying it will make your poop as soft as this cookies and cream, but I'm not
2:22		27	saying it won't Squatty potty the stool for better stool pooping will never be the same and Neither
2:32		72	will ice cream How does it taste is that delicious is that the best thing you've ever had
2:42		36	in your life you.

How to read this report

What the model is

v2neuro is a brain-encoding model. It was trained on fMRI recordings of people watching video, and for a new video it predicts the response of the cortex, one value per second, from the picture, the sound and the words. Nobody watched your video for this report.

Strongest second

The second with the highest predicted response, leaving aside the first three seconds. The cortex responds to any clip starting, so the opening would win on most videos and say nothing about yours.

Level, and "of this clip's own range"

Charts and bars use a 0 to 100 scale stretched to this clip: 0 is its lowest second and 100 its highest. It shows where a second sits inside this video. It cannot be compared between two videos, and a difference between two levels is not a percentage change.

Steepest fall

The largest fall within three seconds, as a true percentage of the level it falls from, taken on the mean of the four networks without stretching. It is reported only when it starts at or above the clip average and reaches 20%. When no window qualifies the report states no percentage.

Weakest stretch

The three consecutive seconds with the lowest average level (on a clip under 15 seconds, a fifth of its length, at least one second), never the strongest second itself. Every video has one; it is the place to look first, not a fault by itself.

Networks, systems and regions

The four networks (visual, auditory, language, attention) group the cortical surface. The leading network is the one with the highest value in that second, each on its own range. Regions are the atlas areas with the highest predicted response in that second.

Confidence

Higher, medium or lower says how well the model has been shown to predict the regions that lead in that second, and how typical the second is for it. It is a guide to how much weight a row can carry.

What this is not

These are predictions of an average cortical response. They are not a measurement of your viewers and they do not forecast views, watch time or sales. On recordings held out from training, the model's predictions correlate with the measured response at about r = 0.27 for material like its training set and about r = 0.12 for very different films. The useful test is your own data: compare these moments with the numbers you already have.

Timing note

The model returned 414 steps for a clip of 2:53, so times in this report are placed by the measured length of the clip.

neuro-viral

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