

VIDEO REPORT

Sandra Matz - Ethical vs. Unethical Persuasion



STRONGEST SECOND

0:12

after the first three seconds

STEEPEST FALL

44%

0:03 to 0:06

WEAKEST 3 SECONDS

0:27 to 0:30

lowest stretch of the curve

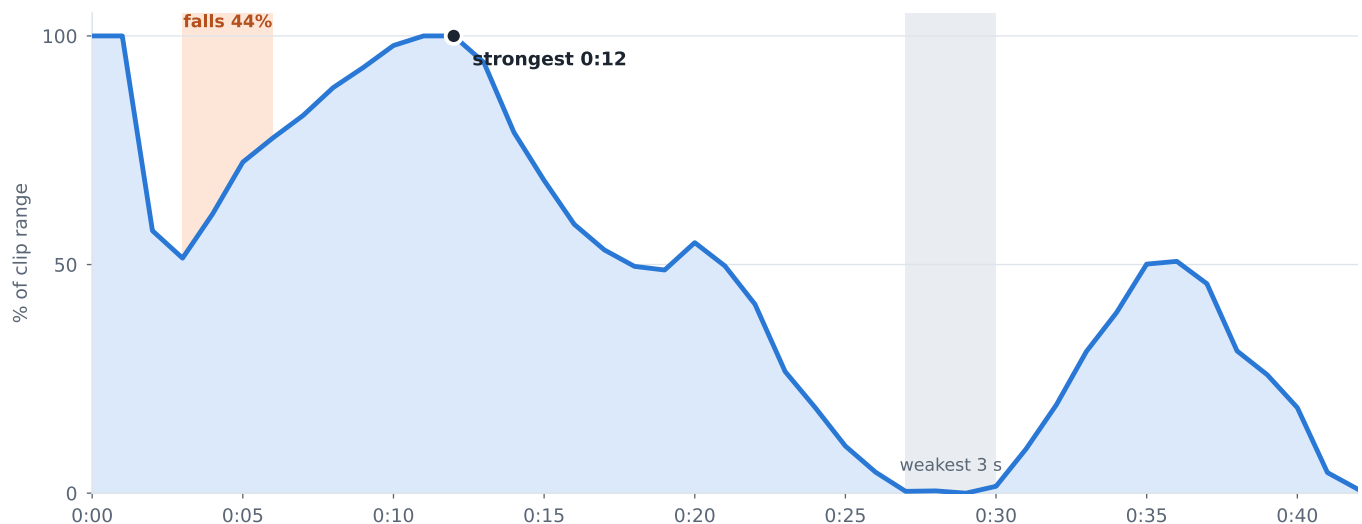
AVERAGE LEVEL

48%

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 0:12, the predicted response falls 44% between 0:03 and 0:06, and the weakest 3-second stretch is 0:27 to 0:30.
- After the fall at 0:06 the predicted response climbs back to 89% of its pre-fall level by 0:14, the strongest moment after the opening.
- The auditory network has the highest predicted response for 84% of the clip, the attention network for 9%.
- Speech is present in 88% 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

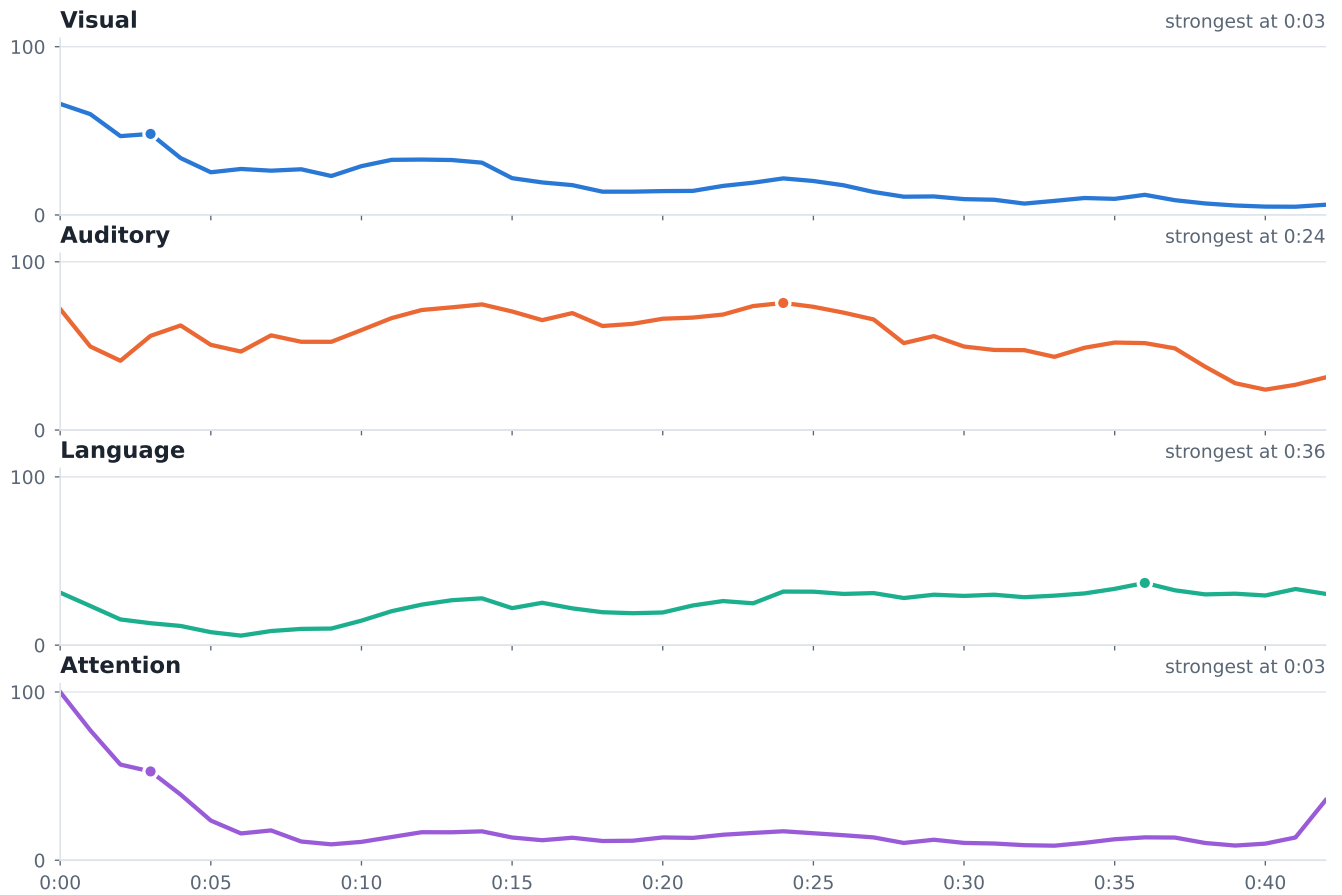
Key moments: the seconds worth a close look, with the frame and the words

Every second: level, leading network, most active regions and words

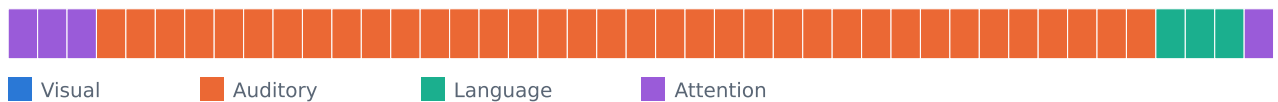
How to read this report: what each number is and what it is not

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.



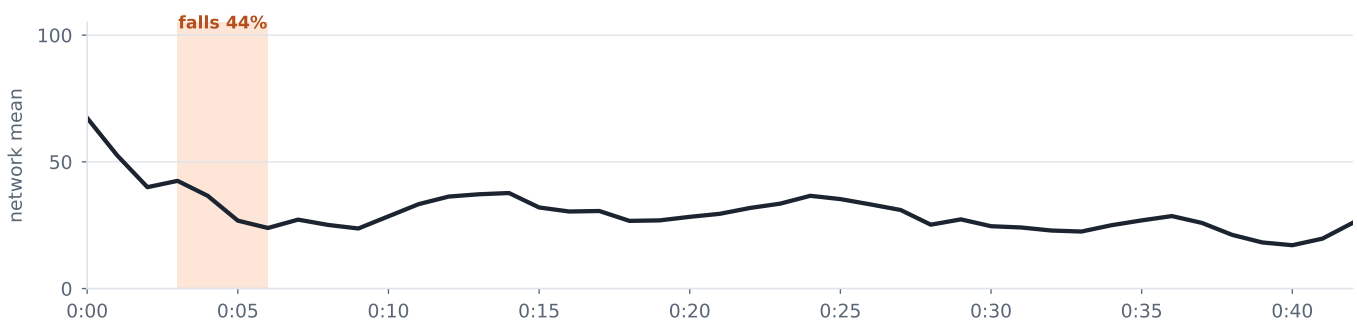
Leading network, second by second



NETWORK	LEADS FOR	SHARE OF THE CLIP	ITS STRONGEST SECOND
Auditory	36 s	84%	0:24
Attention	4 s	9%	0:03
Language	3 s	7%	0:36
Visual	0 s	0%	0:03

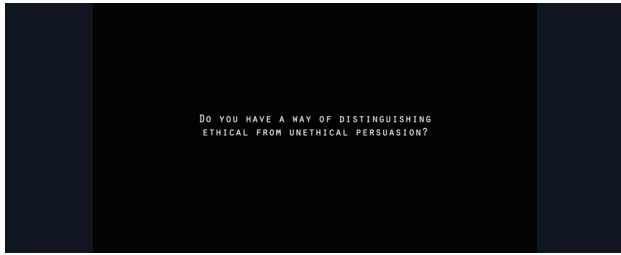
Mean of the four networks

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

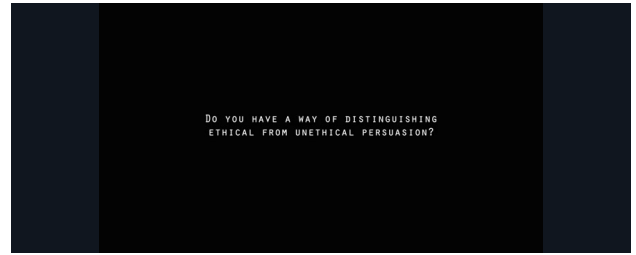
The seconds that define this video's predicted response. Levels are on the clip's own 0 to 100 range.



0:00 Opening

100 of 100

Leading network Attention
System Early visual cortex
Regions Peripheral/retinotopic vision; Anterior cingulate (monitoring)



0:03 Fall begins

51 of 100

Leading network Auditory
System Auditory cortex
Regions Lateral belt (secondary auditory); Posterior belt (secondary auditory)

"Not"



0:06 Fall ends

78 of 100

Leading network Auditory
System Auditory cortex
Regions Posterior belt (secondary auditory); Lateral belt (secondary auditory)

"I had that. The way that I think"



0:12 Strongest second

100 of 100

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

"this is a persuasive strategy that's"



0:14 Best after the fall

79 of 100

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

"that's ethical and that's one that's unethical."



0:27 Weakest 3 s begin

0 of 100

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

"discussion that I would like to see on a"

Every second

One row per second. 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.

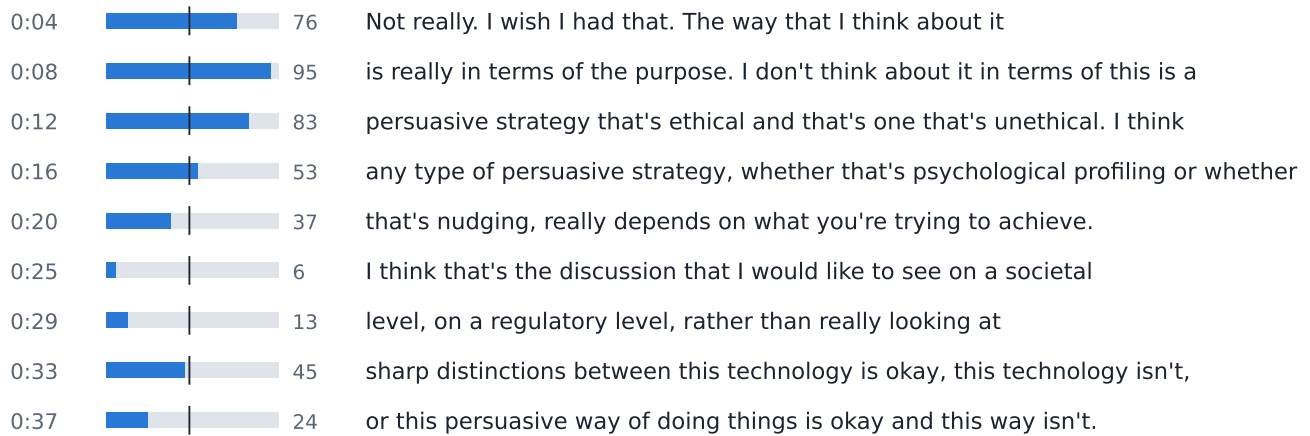
TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
0:00	100	Attention	Peripheral/retinotopic vision; Anterior cingulate (monitoring)		medium
0:01	100	Attention	Peripheral/retinotopic vision; Anterior cingulate (monitoring)		medium
0:02	57	Attention	Peripheral/retinotopic vision; Parieto-occipital sulcus		medium
0:03	51	Auditory	Lateral belt (secondary auditory); Posterior belt (secondary auditory)		medium
0:04	61	Auditory	Lateral belt (secondary auditory); Posterior belt (secondary auditory)	<i>Not really.</i>	medium
0:05	72	Auditory	Posterior belt (secondary auditory); Lateral belt (secondary auditory)	<i>I wish I had that.</i>	medium
0:06	78	Auditory	Posterior belt (secondary auditory); Lateral belt (secondary auditory)	<i>that. The way</i>	medium
0:07	83	Auditory	Posterior belt (secondary auditory); Lateral belt (secondary auditory)	<i>way that I think about it</i>	medium
0:08	89	Auditory	Posterior belt (secondary auditory); Auditory association cortex	<i>it is really in terms of the</i>	medium
0:09	93	Auditory	Posterior belt (secondary auditory); Auditory association cortex	<i>purpose. I</i>	medium
0:10	98	Auditory	Posterior belt (secondary auditory); Auditory area 5 (superior temporal)	<i>I don't think about it</i>	medium
0:11	100	Auditory	Auditory area 5 (superior temporal); Posterior belt (secondary auditory)	<i>it in terms of this is a</i>	medium
0:12	100 ●	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	<i>persuasive strategy</i>	medium
0:13	94	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	<i>that's ethical and</i>	medium
0:14	79	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>and that's one that's unethical.</i>	lower
0:15	68	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>unethical. I</i>	lower
0:16	59	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>I think any type of</i>	lower
0:17	53	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>of persuasive strategy,</i>	lower
0:18	50	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>strategy, whether that's psychological</i>	lower
0:19	49	Auditory	Auditory area 5 (superior temporal); Superior temporal sulcus (speech)	<i>psychological profiling or</i>	medium
0:20	55	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>or whether that's nudging,</i>	lower
0:21	50	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>nudging, really</i>	lower
0:22	41	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>really depends on what</i>	lower
0:23	27	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>what you're trying to achieve.</i>	lower
0:24	19	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>achieve. I think that's</i>	lower
0:25	10	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>that's the discussion</i>	lower
0:26	5	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>discussion that I</i>	lower
0:27	0	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>I would like to see</i>	lower

Every second (continued)

TIME	LEVEL	NETWORK	MOST ACTIVE REGIONS	WORDS	CONFID.
0:28	0	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>on a societal</i>	lower
0:29	0	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>level, on a</i>	lower
0:30	2	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>regulatory</i>	lower
0:31	10	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>level,</i>	lower
0:32	19	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>rather than really looking</i>	lower
0:33	31	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>looking at sharp</i>	lower
0:34	40	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>distinctions between this</i>	lower
0:35	50	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>this technology is</i>	lower
0:36	51	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>is okay, this technology</i>	lower
0:37	46	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>isn't, or this persuasive</i>	lower
0:38	31	Auditory	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>persuasive way</i>	lower
0:39	26	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>way of doing things</i>	lower
0:40	19	Language	Superior temporal sulcus (speech); Auditory area 5 (superior temporal)	<i>things is okay and this</i>	lower
0:41	4	Language	Superior temporal sulcus (speech); Early visual cortex	<i>this way isn't.</i>	lower
0:42	1	Attention	Frontal eye fields (gaze control); Supplementary & cingulate eye field (action 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 48; the tick on each bar marks it.



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 3 seconds

The three consecutive seconds with the lowest average level. 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.



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