

gsr

- Discrete Emotion Model
 - 3d categorical model
 - happiness, anger, sadness, surprise, disgust, and fear.
- Emotion Dimensional Model
 - valence arousal model
- valence represents a form of pleasure level and it ranges from negative to positive. While, the arousal ranges from low to high and it indicates the psychological and physiological level of being awake
- Signals:
 - tonic
 - measures skin conductance level(scl)
 - phasic
 - measures skin conductance response (scr)
 - Event Related(ER-SCR)
 - external stimuli :- images, video
 - Non specific(NS-SCR)
 - internal stimuli :- thoughts, emotions
- AgCl is used on sensor to reduce impedance
- skin's resistance is estimated by passing small current (0.5V) between skin. Impedance can also be found out by passing AC current
- SCR peak is detected where derivative of signal is zero
 - neuromarketing strategies

