

Přílohy

Příloha č. 1: Nejvýznamnější teorie v oblasti základních emocí (Tabulka)

A Selection of Lists of “Basic” Emotions		
Reference	Fundamental Emotion	Basis for inclusion
Arnold (1960)	Anger, aversion, courage, dejection, desire, despair, fear, hate, hope, love, sadness	Relation to action tendencies
Ekman, Friesen and Ellsworth (1982)	Anger, disgust, fear, joy, sadness, surprise	Universal facial expressions
Fridja (1986)	Desire, happiness, interest, surprise, wonder, sorrow	Forms of action readiness
Gray (1982)	Rage and terror, anxiety, joy	Hardwired
Izard (1971)	Anger, contempt, disgust, distress, fear, guilt, interest, joy, shame, surprise	Hardwired
James (1884)	Fear, grief, love, rage	Bodily involvement
McDougall (1926)	Anger, disgust, elation, fear, subjection, tender-emotion, wonder	Relation to instincts
Mowrer (1960)	Pain, pleasure	Unlearned emotional states
Oatley and Johnson– Laird (1987)	Anger, disgust, anxiety, happiness, sadness	Do not require propositional content
Panksepp (1982)	Expectancy, fear, rage, panic	Hardwired
Plutchik (1980)	Acceptance, anger, anticipation, disgust, joy, fear, sadness, surprise	Relation to adaptive biological processes
Tomkins (1984)	Anger, interest, contempt, disgust, distress, fear, joy, shame, surprise	Density of neural firing
Watson (1930)	Fear, love, rage	Hardwired
Weiner and Graham (1984)	Happiness, sadness	Attribution independent

Zdroj: ORTONY, Andrew a Terence J. TURNER. What's basic about basic emotions?. *Psychological Review* [online]. 1990, roč. 97, č. 3, s. 316 [cit. 2015-02-27]. DOI: 10.1037/0033-295X.97.3.315.
Dostupné z: http://www.cs.northwestern.edu/~ortony/Andrew_Ortony_files/Basic_Emotions.pdf

Příloha č. 2: Šest základních emocí (Obrázek)

Zdroj: *The Grimace Experiment*. In: *Grimace Project* [online]. [cit. 2015-02-24]. Dostupné z: <http://experiment.grimace-project.net/>

Příloha č. 3: Seznam základních akčních jednotek - AUs, (Tabulka)

Table 1-1: Single Action Units (AU)

AU Number	FACS Name	Muscular Basis
1	Inner Brow Raiser	Frontalis, Pars Medialis
2	Outer Brow Raiser	Frontalis, Pars Lateralis
4	Brow Lowerer	Depressor Glabellae; Depressor Supercilli; Corrugator
5	Upper Lid Raiser	Levator Palpebrae Superioris
6	Cheek Raiser	Orbicularis Oculi, Pars Orbitalis
7	Lid Tightener	Orbicularis Oculi, Pars Palpebralis
8	Lips Toward Each Other	Orbicularis Oris
9	Nose Wrinkler	Levator Labii Superioris, Alaeque Nasi
10	Upper Lip Raiser	Levator Labii Superioris, Caput Infraorbitalis
11	Nasolabial Furrow Deepener	Zygomatic Minor
12	Lip Corner Puller	Zygomatic Major
13	Cheek Puffer	Caninus
14	Dimpler	Buccinator
15	Lip Corner Depressor	Triangularis
16	Lower Lip Depressor	Depressor Labii
17	Chin Raiser	Mentalis
18	Lip Puckerer	Incisivii Labii Superioris; Incisivii Labii Inferioris
20	Lip Stretcher	Risorius
22	Lip Funneler	Orbicularis Oris
23	Lip Tightner	Orbicularis Oris
24	Lip Pressor	Orbicularis Oris
25	Lips Part	Depressor Labii, or Relaxation of Mentalis or Orbicularis Oris
26	Jaw Drop	Maseter; Temporal and Internal Pterygoid Relaxed
27	Mouth Stretch	Pterygoids; Digastric
28	Lip Suck	Orbicularis Oris
38	Nostril Dilator	Nasalis, Pars Alaris
39	Nostril Compressor	Nasalis, Pars Transversa and Depressor Septi Nasi
41	Lid Droop	Relaxation of Levator Palpebrae Superioris
42	Slit	Orbicularis Oculi
43	Eyes Closed	Relaxation of Levator Palpebrae Superioris
44	Squint	Orbicularis Oculi, Pars Palpebralis
45	Blink	Relaxation of Levator Palpebrae and Contraction of Orbicularis Oculi, Pars Palpebralis
46	Wink	Orbicularis Oculi

Table 1-3: More Grossly Defined AUs in the Facial Action Coding System

AU Number	FACS Name
19	Tongue Out
21	Neck Tightener
29	Jaw Thrust
30	Jaw Sideways
31	Jaw Clencher
32	Lip Bite
33	Cheek Blow
34	Cheek Puff
35	Cheek Suck
36	Tongue Bulge
37	Lip Wipe

Zdroj: EKMAN, Paul, Wallace V. FRIESEN a Joseph C. HAGER. *Facial Action Coding System: Investigators Guide*. Salt Lake City: Research Nexus subsidiary of Network Information Research Corporation, 2002a, s. 6 a 9. ISBN 0-931835-01-1.

Příloha č. 4: Testovací list (Score Sheet)**Facial Action Coding System: Score Sheet**

Designed by Paul Ekman and Wallace V. Friesen

Lower Face

I. Initial Scoring: _____

II. Omission Check: _____

III. Reorganized Scoring: _____

IV. Reference Check:

AUs in Numerical Order: _____

Alternative AUs: _____ Reference Check: _____

Results for Step IV: _____

V. Revised Scoring: _____

Head/Eye Position: _____

Upper Face

I. Initial Scoring: _____

II. Omission Check: _____

III. Reorganized Scoring: _____

IV. Reference Check: (especially: 4 with 9; 6 with 9, 10, 12, & 13; 7 with 6, 12, & 13)

AUs in Numerical Order: _____

Alternative AUs: _____ Reference Check: _____

Results for Step IV: _____

V. Revised Scoring: _____

Final Scoring Upper Face: _____**Final Scoring Lower Face:** _____**Final Head/Eye Positions:** _____**Final Full Face Score:** _____

(Score 73 if Entire Head Face is out of view)

Coder's Name: _____ Date: _____ Time: _____

Stimulus: _____ Segment: _____ Item: _____

Location: Beginning _____ End _____

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Zdroj: EKMAN, Paul, Wallace V. FRIESEN a Joseph C. HAGER. *Facial Action Coding System: The Manual on CD ROM*. Salt Lake City: Research Nexus subsidiary of Network Information Research Corporation, 2002b, s. 513. ISBN 0-931835-01-1.

Příloha č. 5: Klasifikace neuromarketingových metod (Diagram)

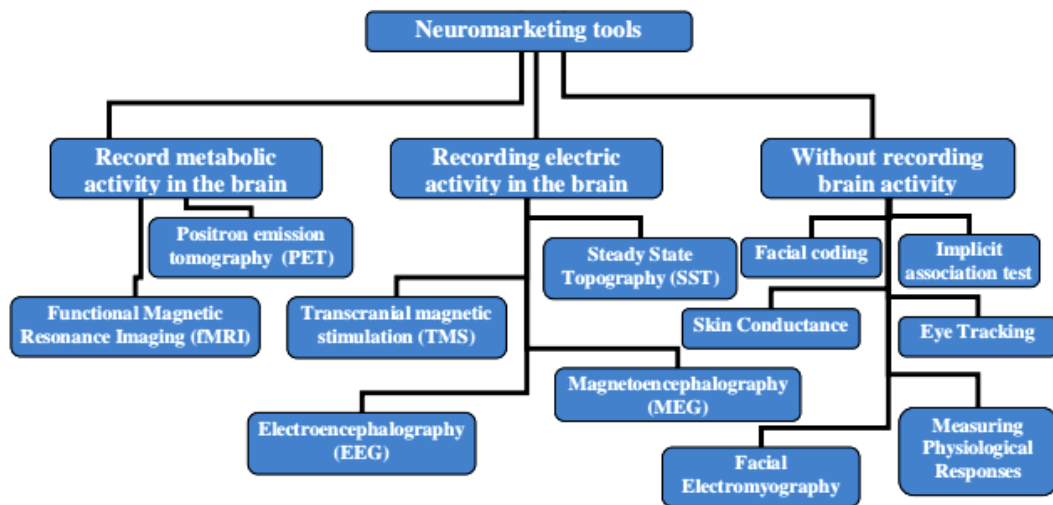
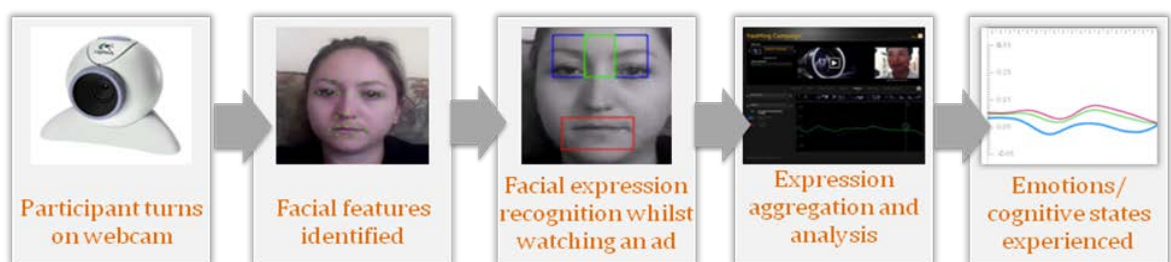


Figure 1. Classification of neuromarketing tools

Zdroj: BERCEA, Monica Diana. *Anatomy of methodologies for measuring consumer behavior in neuromarketing research*. [online]. Romanian National Authority: University of Iași, Romania, 2011, s. 2 [cit. 2015-04-03]. Dostupné z:

http://www.researchgate.net/publication/260058154_Anatomy_of_methodologies_for_measuring_consumer_behavior_in_neuromarketing_research

Příloha č. 6: Jednotlivé kroky Facial Codingu (Obrázek)



Zdroj: DUNNETT, Clare. MILLWARD BROWN. *Link + Facial Coding Review*. [online prezentace]. 2013, s. 14 [cit. 2015-04-10]. Dostupné z:

<https://www.mbgreenhouse.com/community/solutions/neuroscience/facial-coding>

Příloha č. 7: Měření technologií EMO Scan (Obrázek)



Zdroj: GfK. EMO Scan - Reading Emotional Response To Advertising. GfK [online]. 2012 [cit. 2015-04-12]. Dostupné z: <http://www.gfk.com/emoscan/Pages/default.aspx>

Příloha č. 8: Kategorie Facial Codingu společnosti Millward Brown (Obrázek)



Expressiveness
(Engagement)



Valence
(Net Positivity)



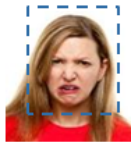
Attention
(On Task vs.
Distracted)

SURPRISE



An eyebrow raise
is detected

DISGUST



A face displaying
overall signs of
dislike or disgust is
detected

SMILE



A face displaying
an smile is
detected

FROWN



An eyebrow lower
is detected

Zdroj: DUNNETT, Clare. MILLWARD BROWN. Link + Facial Coding Review. [online prezentace]. 2013, s. 18-19 [cit. 2015-04-10]. Dostupné z:

<https://www.mbgreenhouse.com/community/solutions/neuroscience/facial-coding>

Příloha č. 9: Dotazníkové výsledky pro další kategorizaci (Seznam)

- Active Passive
- Active Negative
- Ad Distinctiveness
- Age
- Brand Appeal
- Brand Difference
- Brand Usership
- Branding
- Credibility
- Enjoyment
- Gender
- Main Prompted Impressions
- New News
- Passive Positive
- Passive Negative
- Persuasion Non-Trialist
- Persuasion Trialist
- Persuasion Total
- Persuasion Users
- Relevance
- Total Passive Active
- Understanding

Zdroj: AFFECTIVA. Facial Coding. [interní dokument Millward Brown]. 2014 [cit. 2015-04-18].

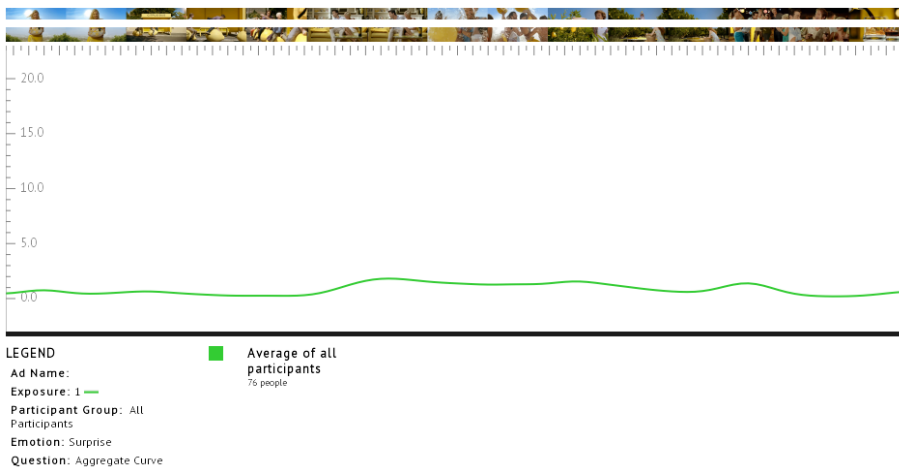
Příloha č. 10: Výsledky Facial Codingu – reklama A (Obrázek)

Celková valence za obě zhlédnutí



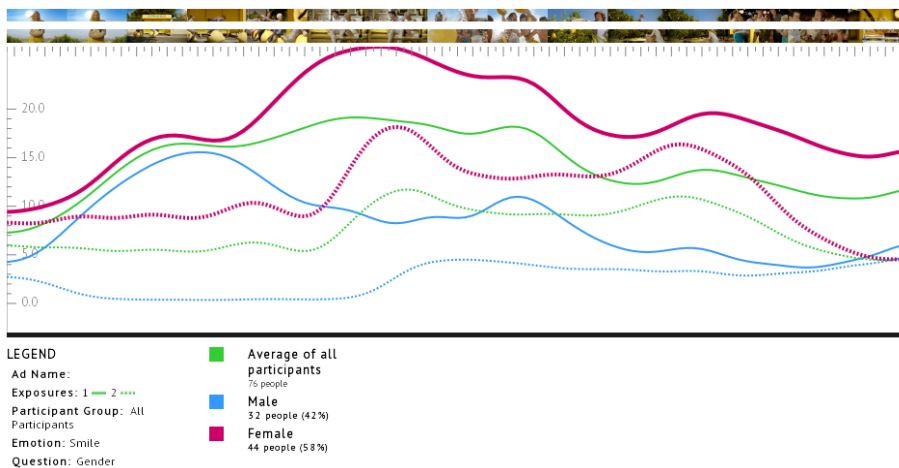
Zdroj: AFFECTIVA. Facial Coding. [interní dokument Millward Brown]. 2014 [cit. 2015-04-18].

Překvapení za první zhlédnutí



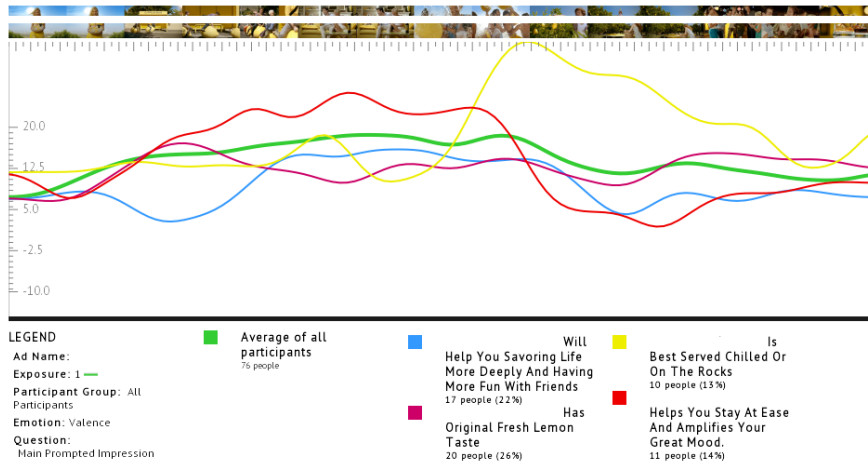
Zdroj: AFFECTIVA. Facial Coding. [interní dokument Millward Brown]. 2014 [cit. 2015-04-18].

Usměv dle pohlaví za obě zhlédnutí



Zdroj: AFFECTIVA. Facial Coding. [interní dokument Millward Brown]. 2014 [cit. 2015-04-18].

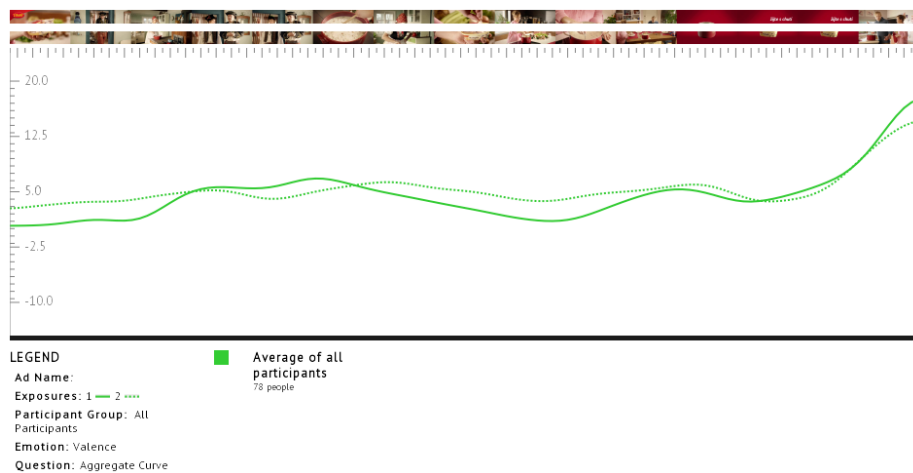
Valence dle Prompted Impressions



Zdroj: *AFFECTIVA. Facial Coding. [interní dokument Millward Brown]. 2014 [cit. 2015-04-18].*

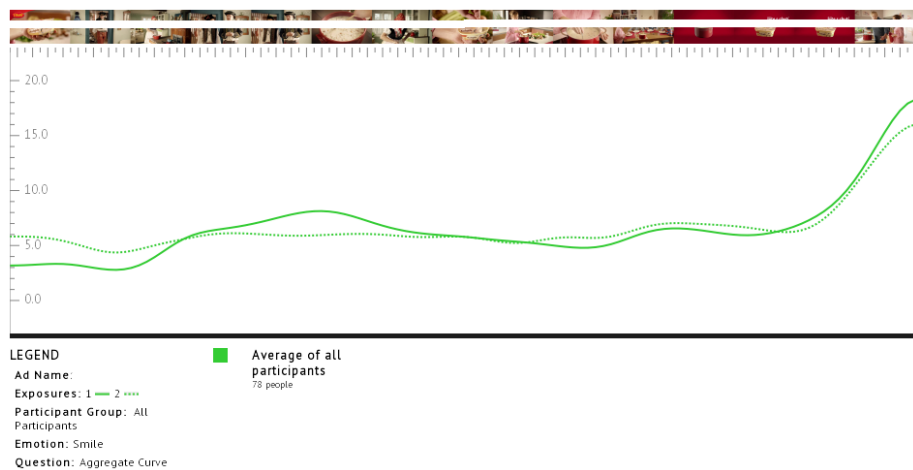
Příloha č. 11: Výsledky Facial Codingu – reklama B (Obrázek)

Celková valence za obě zhlédnutí



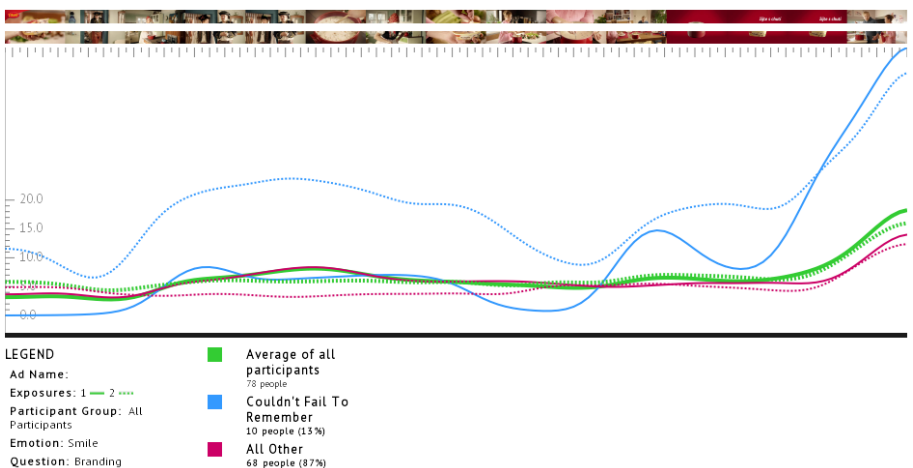
Zdroj: AFFECTIVA. Facial Coding. [interní dokument Millward Brown], 2014 [cit. 2015-04-18].

Celkový úsměv za obě zhlédnutí



Zdroj: AFFECTIVA. Facial Coding. [interní dokument Millward Brown], 2014 [cit. 2015-04-18].

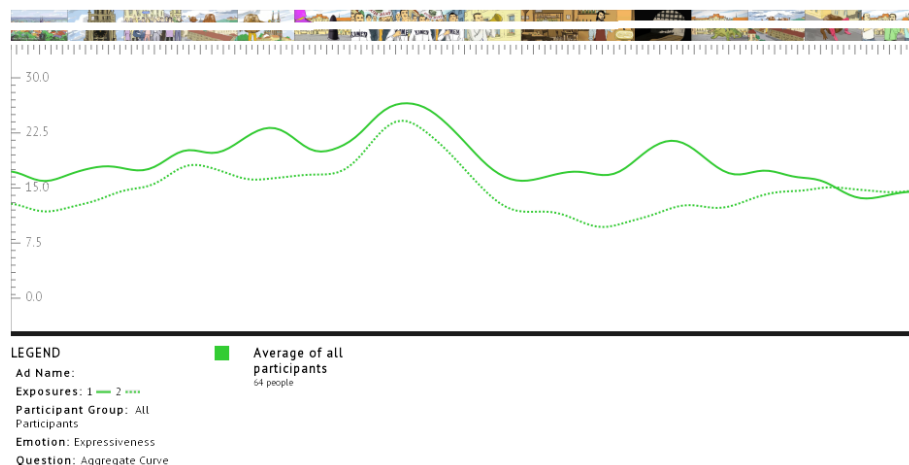
Úsměv dle Branding



Zdroj: AFFECTIVA. Facial Coding. [interní dokument Millward Brown], 2014 [cit. 2015-04-18].

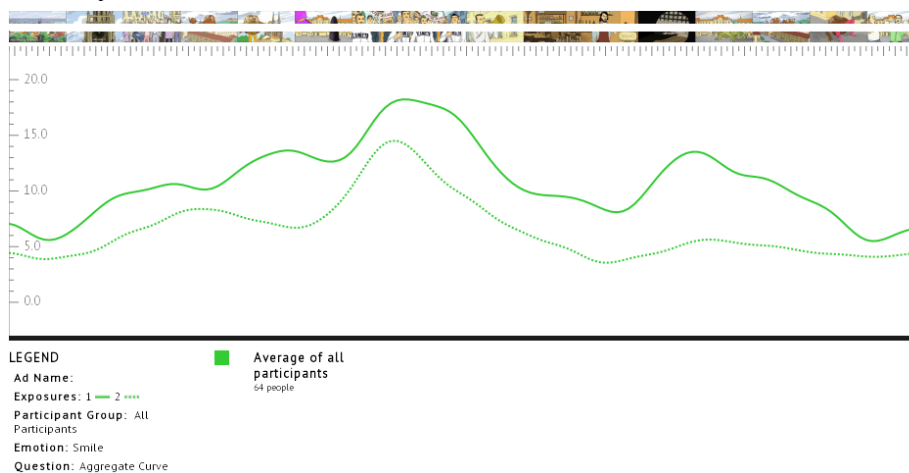
Příloha č. 12: Výsledky Facial Codingu – reklama C (Obrázek)

Celková expresivita/emocionální zapojení za obě zhlédnutí



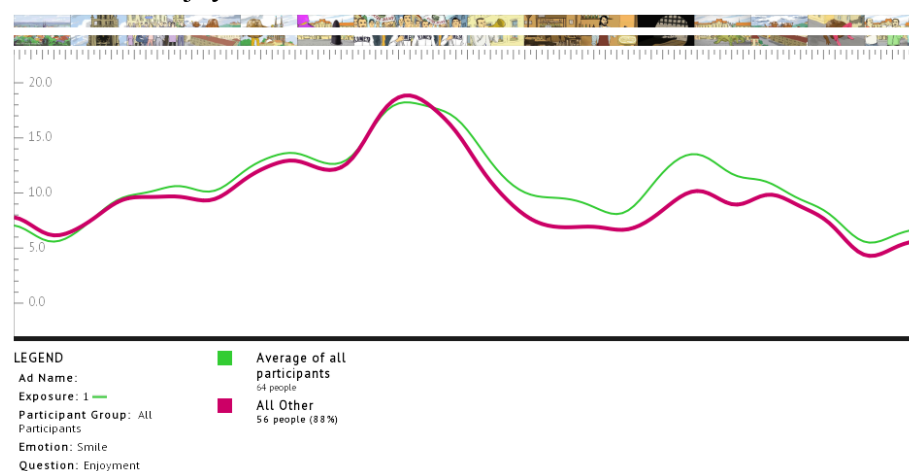
Zdroj: AFFECTIVA. Facial Coding. [interní dokument Millward Brown], 2014 [cit. 2015-04-18].

Celkový úsměv za obě zhlédnutí



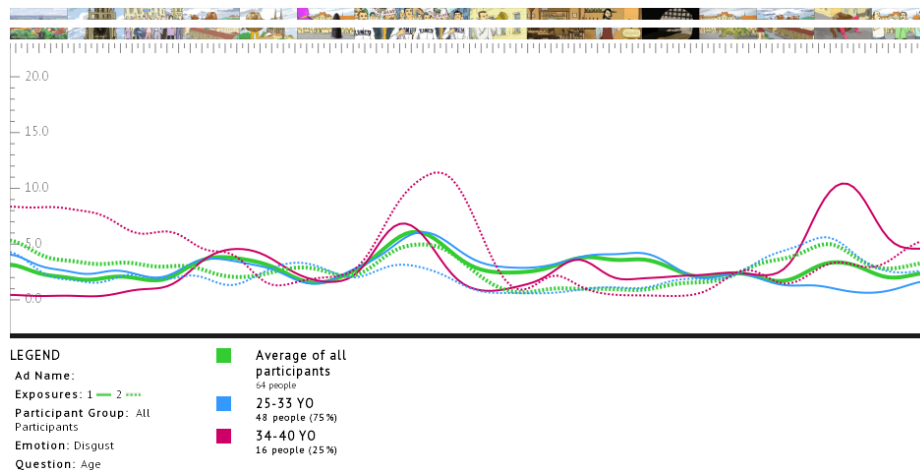
Zdroj: AFFECTIVA. Facial Coding. [interní dokument Millward Brown], 2014 [cit. 2015-04-18].

Úsměv dle Enjoyment



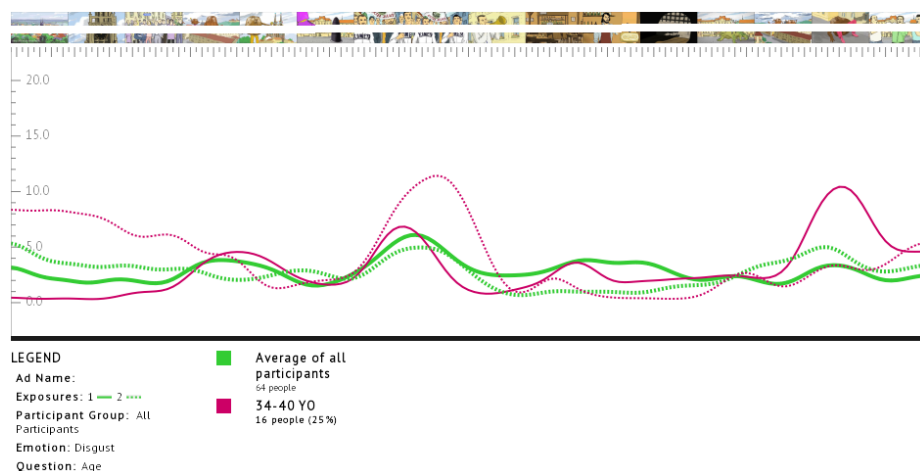
Zdroj: AFFECTIVA. Facial Coding. [interní dokument Millward Brown], 2014 [cit. 2015-04-18].

Znechucení/ nelibost dle věku



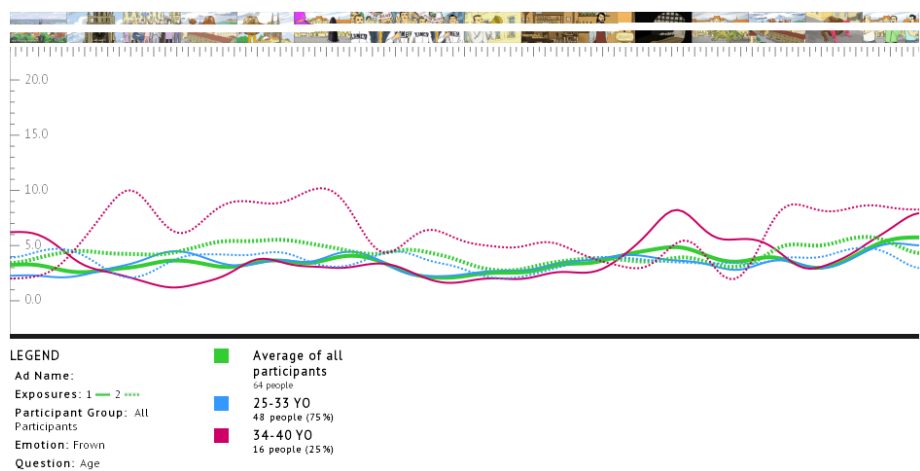
Zdroj: AFFECTIVA. Facial Coding. [interní dokument Millward Brown]. 2014 [cit. 2015-04-18].

Znechucení/ nelibost dle věku 34-40 let



Zdroj: AFFECTIVA. Facial Coding. [interní dokument Millward Brown]. 2014 [cit. 2015-04-18].

Celkové zamračení za obě zhlédnutí



Zdroj: AFFECTIVA. Facial Coding. [interní dokument Millward Brown]. 2014 [cit. 2015-04-18].