

# BRAINS vs VIRUS

A global neuroscience study to better understand public health messaging and working from home.

#brains4good

## 1 Changing behavior

The best way to fight COVID-19 until a vaccine is found is for everyone to change their behavior and follow measures recommended by public health authorities.

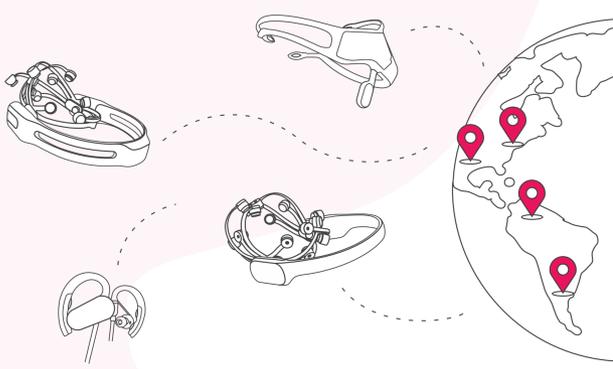


## 2 Challenges of public health communication

It is a challenge for public health authorities and organizations to scientifically test the effectiveness of health communication. Online surveys and other self-reports alone are not sufficient. We must understand how people's brains react. For example, the levels of stress they really experience.

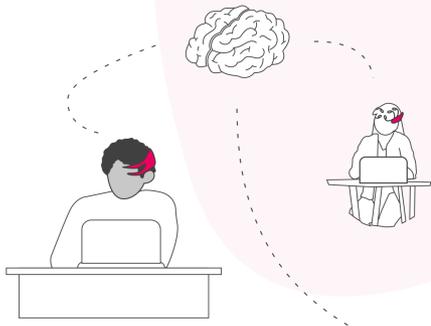
## 3 Citizen scientists

We are leveraging our global community\* (100,000+ EMOTIV brainwear® in 120+ countries) to ensure diversity of brain data and to best contribute to the collective effort to fight the spread of COVID-19 and help people.



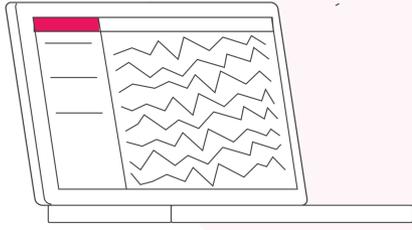
## 4 Remote brain data collection

A newly developed cloud-based platform allows citizen scientists, in their homes, to participate in a large-scale non-commercial neuroscientific study to examine a variety of public health coronavirus related messages and to measure people's brain responses to them.



## 5 Attention, stress & habituation

The study investigates which public health messaging strategies and formats work best by measuring levels of attention & stress in the brain while also assessing habituation and memorization.

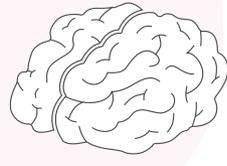


## 6 Machine-learning algorithms

Machine learning algorithms translate brainwaves into meaningful information (real-time measures of stress, attention, frustration and engagement as well as some facial expressions).

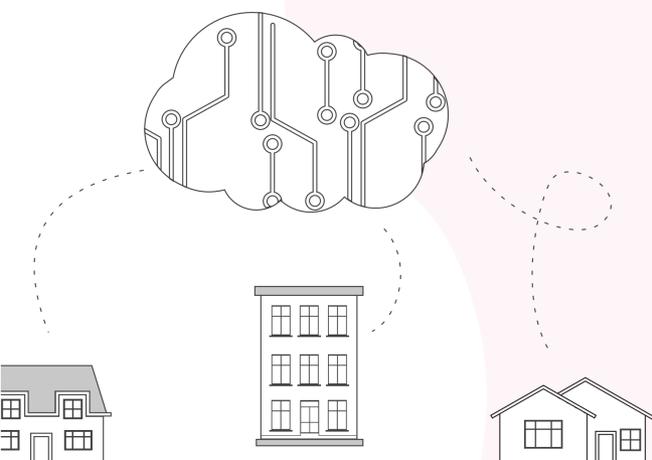
## 7 The gap

We can measure the gap between the stress and distraction people self-report and what their brains actually experience when working from home or when exposed to various kinds of messaging, something no other methodology can provide.



## 8 Safety and security

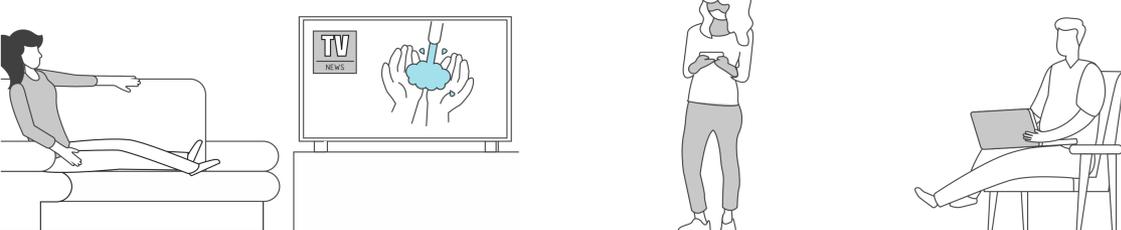
The new online platform provides the ability to safely and securely deploy neuroscientific testing at scale by allowing individuals to participate from the comfort of their homes. It facilitates the processing of massive brain data sets in an anonymized and GDPR compliant process globally. Our company does not sell data to third parties.



## 9

## Improved health messaging & understanding of experienced stress

Results will be shared publicly. Organizations and governments can leverage our platform to test and improve the effectiveness of their messaging to better fight COVID-19 including understanding how working from home is stressing them.



Join the study

[www.emotiv.com/brainsvsvirus](http://www.emotiv.com/brainsvsvirus)

\* Disclaimer: In order to participate, citizen scientists need to already own an EMOTIV headset.

Powered by the EMOTIV Labs online neuroscience research platform  
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