

# Computational Psychology to Embed Emotions into Advertisements to Develop Emotional Bonding

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**Abstract** –The emotional impact of the advertisements and presentation of products on customer is one of the most important factors. Cognitive ergonomics tries to strike the balance between work, product and environment with human needs and capabilities. The utmost need to integrate emotions in the advertisements and product presentations cannot be denied. The idea is that advertisement and presentation should be able to engage the customer on emotional and behavioral platform. While achieving this objective there is need to learn about customer behavior and use behavioral and computational psychology while planning and presenting advertisements. This paper, based on Machine Learning tries to map behavior of the customer with the product presentation and also provide inputs for affective value for personalized advertisement and product presentations. This work can be used to create impact through advertisement sequencing, use of slogans and above all to cater with psychological needs of customers.

**Index Term** - *Machine Learning, Cognitive Sciences, Computational Psychology, Behavioral Sciences, Affective Computing*

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\*[Acceptance Letter](#)