






# Investigating the cognitive process of attention while watching sport advertisements in interested and non-interested people using Electroencephalogram technology

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## Abstract

This study aims to investigate the attention cognitive process while watching sport advertisements in interested and non-interested people using electroencephalogram technology. The research method was semi-experimental and the population included 30 students of Birjand University who were selected randomly as sample. To collect data, the General Health and Sanchez-Torres Questionnaire (2021) was used. Then to record the brain signal, the 21-channel Electroencephalography Instrument was used. The results revealed a significant difference in attention index (AI) between sports advertising and non-sport advertising. Also, the attention index in people who were interested in sports showed a significant difference compared to those who were not. It can be concluded that sports are suitable platform for advertising products, so that it can create a positive effect through increasing the customers' attention. The level of interest also in sports may be a persuasive calculation of consideration for publicizing.

## Keywords

Advertising ; Attention Index (AI) ; Brain Wave ; Interest in Sport ; Sport


## Main Subjects

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