1. Introduction

Keywords: Preference evaluation, preference elicitation, image evaluation.

As a peak-peak (EPR), alpha-peak, emotional valence, valence.

2. Methods

Said subjects, the opposite effect is observed for the last-selected subject.

3. Results

By using peak-peak (EPR) and emotional valence, we can evaluate the product for right-choice selection. The lower the peak-peak and emotional valence, the better the product.

4. Conclusion

The proposed method of evaluating peak-peak and emotional valence is effective in determining the best product.