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(54) Title: PREDICTION OF THE LONG-TERM HEDONIC RESPONSE TO A SENSORY STIMULUS

(57) Abstract: A method of predicting the long-term hedonic response to at least one predetermined sensory stimulus for an individual is disclosed. The method comprises the steps of (a) exposing the individual to the at least one sensory stimulus for a number of times over an initial time period of exposure according to an exposure pattern, (b) for each exposure, obtaining data indicative of the individual's hedonic response to the at least one sensory stimulus, (c) providing the data indicative of the individual's hedonic response and the exposure pattern to a machine learning algorithm, and (d) predicting the individual's long-term hedonic response to the sensory stimulus by the machine learning algorithm for a time point a predetermined prediction time period after the initial time period of exposure.

