

# Neuropolitics, Where Campaigns Try to Read Your Mind

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## *The New York Times:*

In the lobby of a Mexico City office building, people scurrying to and fro gazed briefly at the digital billboard backing a candidate for Congress in June.

They probably did not know that the sign was reading them, too. Inside the ad, a camera captured their facial expressions and fed them through an algorithm, reading emotional reactions like happiness, surprise, anger, disgust, fear and sadness....

“For the most part, I think that companies selling neuroscience-based market research tools are taking advantage of people’s natural tendency to think that measurements of the brain are somehow more ‘real’ than measurements of behavior,” said Russell Poldrack, a psychology professor at Stanford University.

Read the whole story: [The New York Times](#)

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