Special Issue

Advances in Applied Neuroaesthetics

Message from the Guest Editor

Rooted in Cognitive Neuroscience, Psychology, and Philosophy, Neuroaesthetics investigates the neural mechanisms underlying the aesthetic experience, including perception, affect, reward processing, and meaning-making. This Special Issue aims to examine the expanding field of applied neuroaesthetics, which pursues the implementation of Neuroaesthetics principles and techniques in a host of different applications, from Marketing to Architecture. Bringing together perspectives from diverse disciplines, this issue not only explores applications, but also addresses questions about the validity of some commercially oriented findings, as well as emerging challenges around neural data collection, ownership, and privacy as relevant techniques in real-world applications.

In this Special Issue, original research articles and reviews are welcome. Research areas may include (but are not limited to) the following:

- The science of Neuroaesthetics;
- Neuroaesthetics applications in Architecture and the Built Environment;
- Neuroaesthetics applications in Consumer Neuroscience: legitimate uses and pseudoscientific claims;
- Ethics related to use of Neural Data resulting from biometrics applications.

Guest Editor

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Message from the Editor-in-Chief

As the world of science becomes ever more specialized, researchers may lose themselves in the deep forest of the ever increasing number of subfields being created. This open access journal *Applied Sciences* has been started to link these subfields, so researchers can cut through the forest and see the surrounding, or quite distant fields and subfields to help develop his/her own research even further with the aid of this multi-dimensional network.

Editor-in-Chief

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