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### Full Paper 2nd Virtual Conference On Social Science In Law, Political Issue And Economic Development

Paper Title	Brain Mapping and Visual Attention on Cigarette Packs based on Electroencephalography and Human Eye Tracker between Teen Smokers and Non-Smokers
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Email	emma_rachmawati@uhamka.ac.id
Abstract	<p><b>Background:</b> The effort to prevent teenage smoking behavior was conducted by placing pictorial health warnings (PHW) for cigarette packages. Scientific data related to their smoking behavior need to be supported. However, the evidence of differences in brain activity between smokers and no-smokers is not yet known.</p> <p><b>Purpose:</b> This study was described and compared brain activity and visual attention between smokers and non-smokers teenagers.</p> <p><b>Methods:</b> The study examined sixteen teenagers (seven smokers, nine non-smokers) aged 13-18 years at the Central Laboratory of Neuroscience Uhamka (PNU) in September- October 2021. Their brain's activity was measured using electroencephalography (EEG) in a resting state for approximately 10 minutes. EEG electrodes are installed based on the 10 - 20 International Systems approach. Furthermore, pictorial health warnings were demonstrated to participants with the concept of go/no-go for 5 minutes based on Human Eye Tracker (HET) technology.</p> <p><b>Results:</b> The results showed differences in visual attention to pictorial health warnings for cigarette packages. In addition, teen smokers tended to avoid PHW compared to non-smokers. However, the brain activity examination did not differ in brain wave patterns, especially the forebrain, in Delta, Theta, or</p>

Gamma waves between the two groups.  
 Conclusions: According to the differences in visual attention, it is necessary to consider redesigning the pictorial health warnings for cigarette packages so that smokers can no longer avoid the image to suppress smoking behavior. In addition, explaining the differences in brain activity, the duration of smoking, and the level of addiction to cigarettes, need to be sharpened.

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