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A BCI Framework Using Derivative Similarity Metrics to Characterize EEG Spatiotemporal Dynamics with Applications in Neuromarketing

with Authors:
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I would like to thank all the reviewers for their thoughtful comments and efforts towards improving our manuscript. We revised the manuscript with special attention to the comments that we received from Three (3) reviewers that were experts, specialists in the area of my paper.
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We sincerely thank the Editor and all three reviewers for their careful reading and constructive feedback. We are especially grateful to Reviewer 1 for the highly positive and detailed evaluation of our work and for recognizing the methodological contribution of the derivative-similarity framework. We understand the concern raised by Reviewer 2 regarding the novelty of the proposed neuromarker. In the revised manuscript, we clarified several key aspects that directly establish its novelty. Specifically, we elaborated on how the derivative-similarity framework uniquely combines the temporal-derivative features with cross-electrode similarity structure, and explained why this integration yields information not captured by conventional power- or connectivity-based metrics. We also thank Reviewer 3 for the thorough and technically insightful review, the comments were highly valuable and directly strengthened the manuscript by improving the Methodology.
In response to the methodological suggestions, we expanded our analysis with additional calculation of Cohen's *d* and 95% confidence intervals. After computing the Pearson correlation coefficients for the Like–Dislike contrasts across all electrodes and frequency bands to characterize the temporal dynamics of neural differentiation, we provided a complementary, static quantification of effect magnitude and direction. Then, we consolidated the Pearson-based dynamic patterns with the CI-validated effect sizes, resulting in a unified summary that captures both the temporal evolution and the overall strength of the Like–Dislike neural differences.

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Date: 07.07.2026