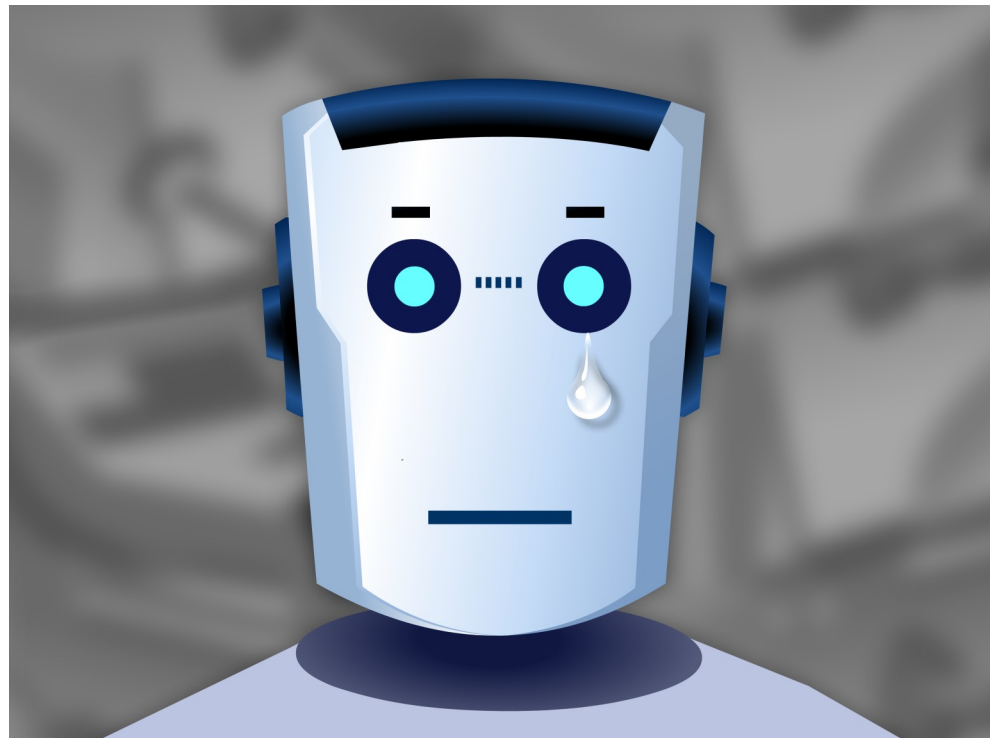




## EMOTIONAL INTELLIGENCE



### THIS IS REALLY SAD !

So sad... Who hurts this robot? Why is he crying?

Henry Alexander Murray (1893 – 1988) was an American psychologist, Emeritus Professor at Harvard University. He was Director of the Harvard Psychological Clinic and earned the Distinguished Scientific Contribution Award from the American Psychological Association.

Murray developed the Thematic Apperception Test (TAT), a so called projective test, which is a personality test designed to let a person respond to ambiguous stimuli, presumably revealing hidden emotions...

As of today, the TAT is one of the most used projective test by clinical psychologists.

So here we are: a test to reveal emotions, used worldwide... It sounds like a good candidate for building an Emotional Intelligence.

The general theoretical position behind projective tests is that whenever a specific question is asked, like why this robot is crying, the response will be consciously-formulated and socially determined.

Individual explain an ambiguous situation in a way that is consistent with their own conscious and unconscious needs. In other words, each situation will tend to evoke something to the respondent who will put words on what he sees. If someone has tears in his eyes, for you, he is crying, he is sad. For others, he is laughing so much that he



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has tears in his eyes. For others, he is crying because someone hurt his foot. Others may even report that he is crying because he is preparing a recipe with onions!

None of the response is false, they are all true and are just putting a word on the emotion that the respondent feels in front of such a stimulus. You just put a word on how you see the world, not on how the world is. This is it.

Now think of those Emotional Intelligent solutions. What do they report?

When during an HR interview done by such solutions the candidate is sweating, is it because of stress or because he ran fast to be on time or because it is too hot in the room? How will the machine judge the candidate? We don't find a good answer. Do you?

One guy is dressed in black. Funeral? Not in China. White? Purity? Not in China again, white is for funeral. Red? Blood, violence? No again, in some culture red is joy and good fortune...

So, how will you program your solution? If you see a Chinese engineer, sweating during an interview, dressed in black? You hire him? What recommendation will the machine make?

TAT is the most advanced test available and there is a lot of controversy around it. There are other tests and those are even more questionable (Graphology, Rorschach, Morpho-psychology, ...).

Nothing today can be done to put those things inside a machine. Nothing. Please don't support such projects or initiatives!

### **Beamak - We make machines think !**

Beamak was created in 2016 by Cognitive Psychologists who worked for the French National Center for Scientific Research (C.N.R.S.) and the Computer Science Laboratory for Artificial Intelligence (LAFORIA).

Our functional cognitive architecture using core Psychological components brings to AI engines the ability to understand a context and adapt their attitudes to act and communicate. These components are using Beamak Smart Neuron concept which is processing data in a natural way.

Beamak is helping companies worldwide to accelerate their digital transformation by creating and designing AI solutions which includes cognitive and psychological features.

Founders of Beamak worked for over 20 years for leading consulting and technology companies such as Andersen Consulting, Accenture, Cap Gemini or Hewlett-Packard, managing over 200 projects for Fortune 500 companies in EMEA.

At Beamak, we love what we do and we stick to our promises. We would be glad to be part of your next journey.

Looking forward to work with you soon...

