



HUMAN REASONING



THE FOUNDATION OF COGNITION IS REASONING

To make a decision or to solve a problem, it is key to understand how people come to a conclusion, how they reason. Sometimes, you will have multiple conclusions to choose from to move forward. Which is the best given the context? You need to take a decision and choose one among many. That means that you will somehow measure the attractiveness of each given alternative, in short you will make a judgement. And making a judgment is exactly what humans do when they reason!

Human reasoning is the first and most important cognitive activity. It is used by all other cognitive processes. Great care needs to be given to how reasoning is designed and used and which is the nature of the data or knowledge that is processed.

Reasoning is using knowledge (data). One key thing to understand is from where the data which are used are coming from, in short for each manipulated object the data pedigree is a key input. It is in fact impacting the conclusion reached by when reasoning. If data is true and verified, the reasoning activities (here deductive) will produce results which are true and certain. In the other case, if one or many data are not true, verified or coming from statistical predictive analysis, the reasoning activities (here inductive), will not produce a correct output and this could impact any cognitive process (decision making, solving problems) which will reuse this output. Conclusions are no more certain but are only probable.



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ARTIFICIAL INTELLIGENCE IS ENABLED THROUGH REASONING

Cognitive processes requiring expertise are those involving decision making or problem solving activities. And to make those artificial, the first step is to understand the problem space which means getting to know each possible situations, each possible path from where the problem starts to where the problem ends (see our white paper on Problem Solving for more information) and which data to manipulate. Once those are know, reasoning activities can be described so that data are manipulated in the right way through the problem space to came to conclusions, make judgements, decide and solve the problem.

SUCCESS STORY SECTION

For a multinational Fortune 500 staffing company, we designed an expert system to support human resources to manage the impact of the digital transformation on their staff. Many jobs will change and great care needs to be given to this workforce. Based on hard and soft skills, on current and future possible career path and open positions, the smart engine is finding attractive ways forward for these people. But sometimes, more than one possible way was found and we designed a specific scoring engine based on user preferences, skills and steps to go within the problem space (because of costs) to took the best decision for the people and the organization.

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...

