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THE INNOVATION EXPERIENCE

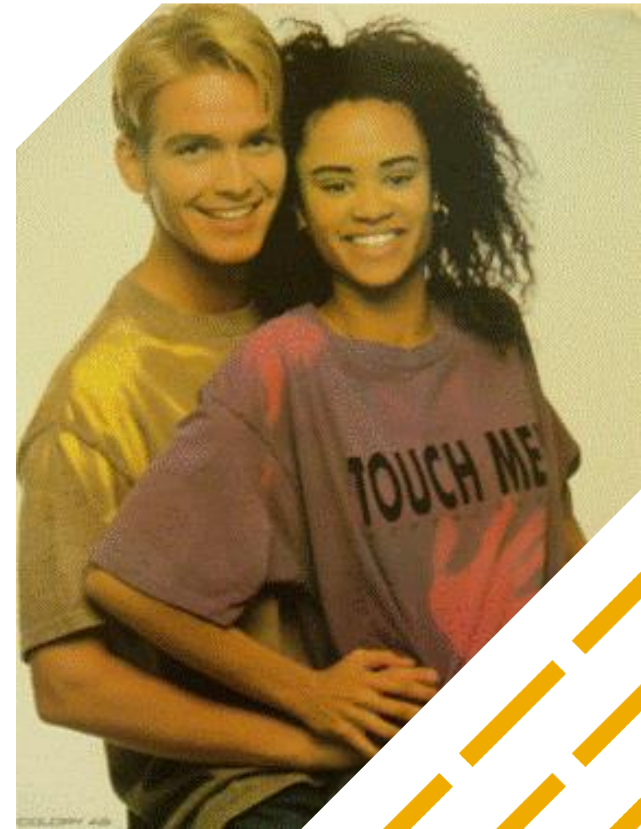
／ THE 101 ON EMOTIONAL AI

EMOTIONALLY AWARE MACHINES – CREEPY OR COOL?

SAP

Who remembers Hypercolor t-shirts?

- The Mood Ring of the early 1990's
 - Allowed teens to broadcast their emotions to the world
 - Cool... and maybe just a little bit creepy
 - Ultimately, a short-lived craze
- Now we have Emotional AI, but...
 - What's its purpose?
 - Is it creepy or cool?
 - Why should you care?



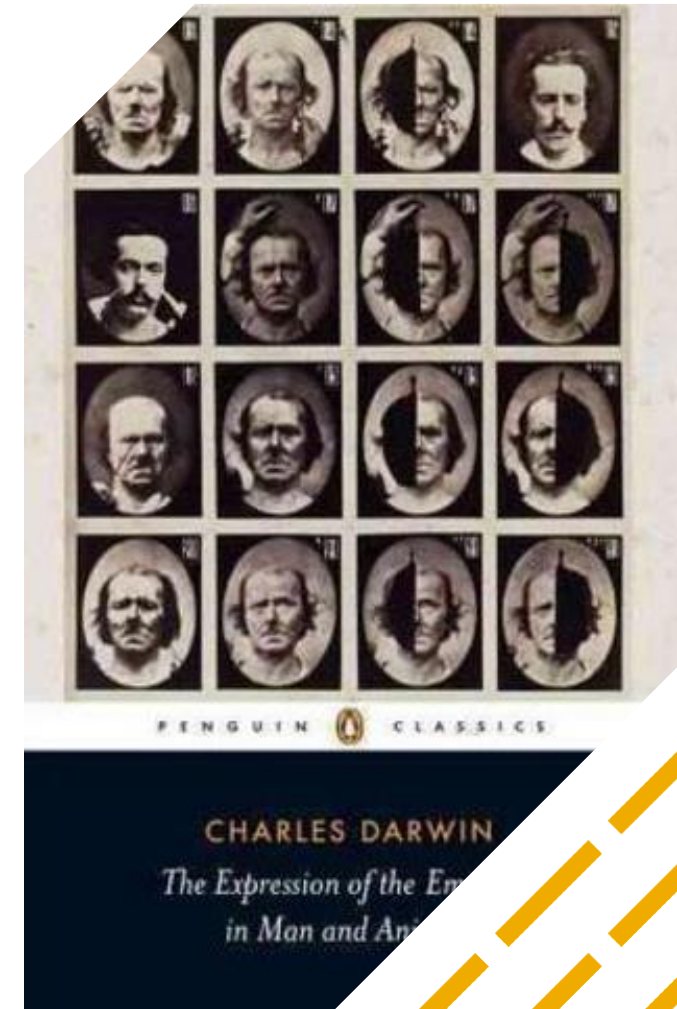
The Expression of the Emotions in Man and Animals

- Described the universal nature of expression

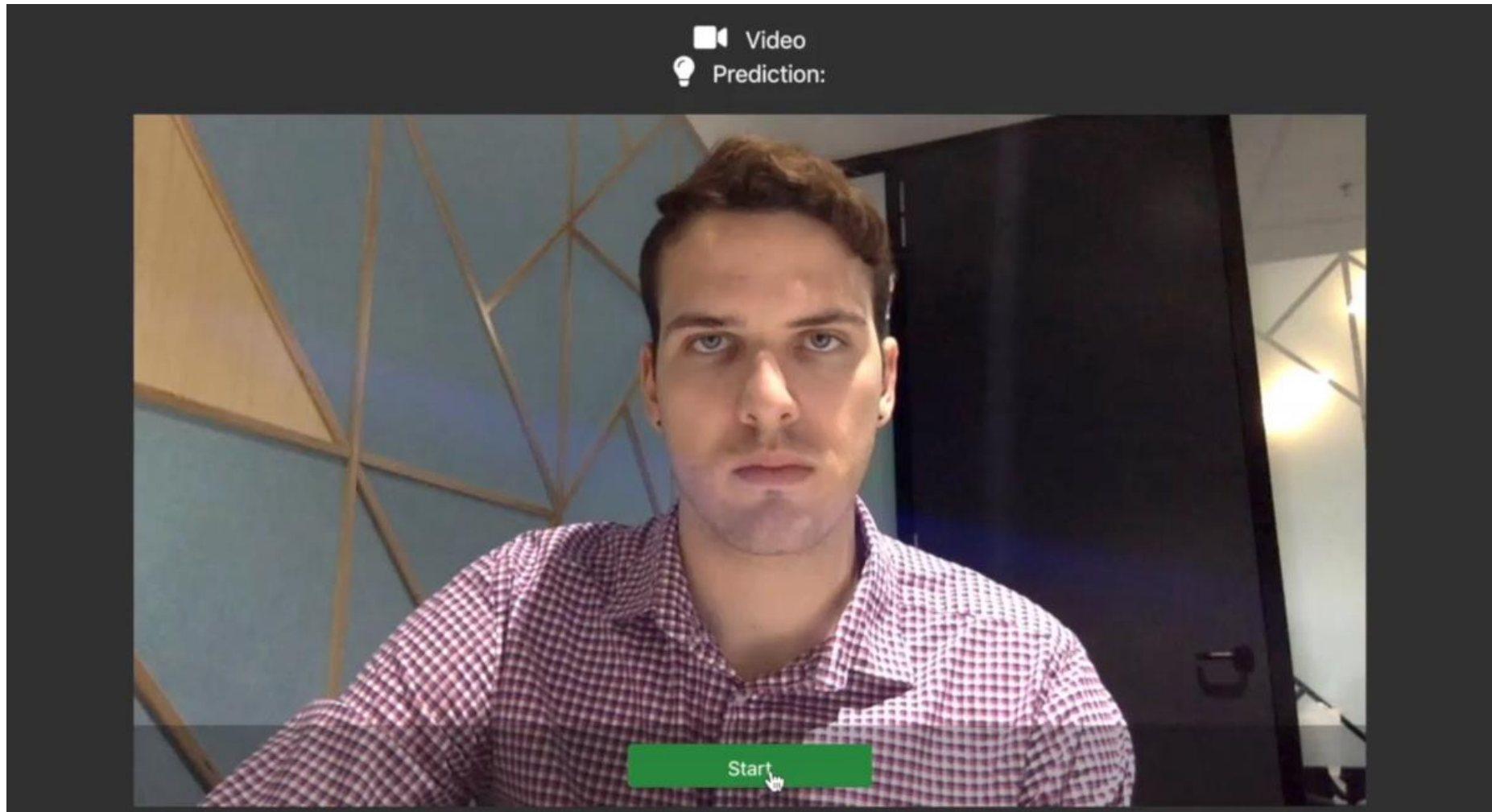
The young and the old of widely different races, both with man and animals, express the same state of mind by the same movements

- Identified six core expressions

1. Anger
2. Fear
3. Surprise
4. Disgust
5. Happiness
6. Sadness



Can you detect your partner's emotions with 70% accuracy?



Emotional AI in action



Purpose: Emotion recognition is key to machine understanding

Who is
saying it?

What are
they saying?

Natural-
language
understanding

How are they saying it?



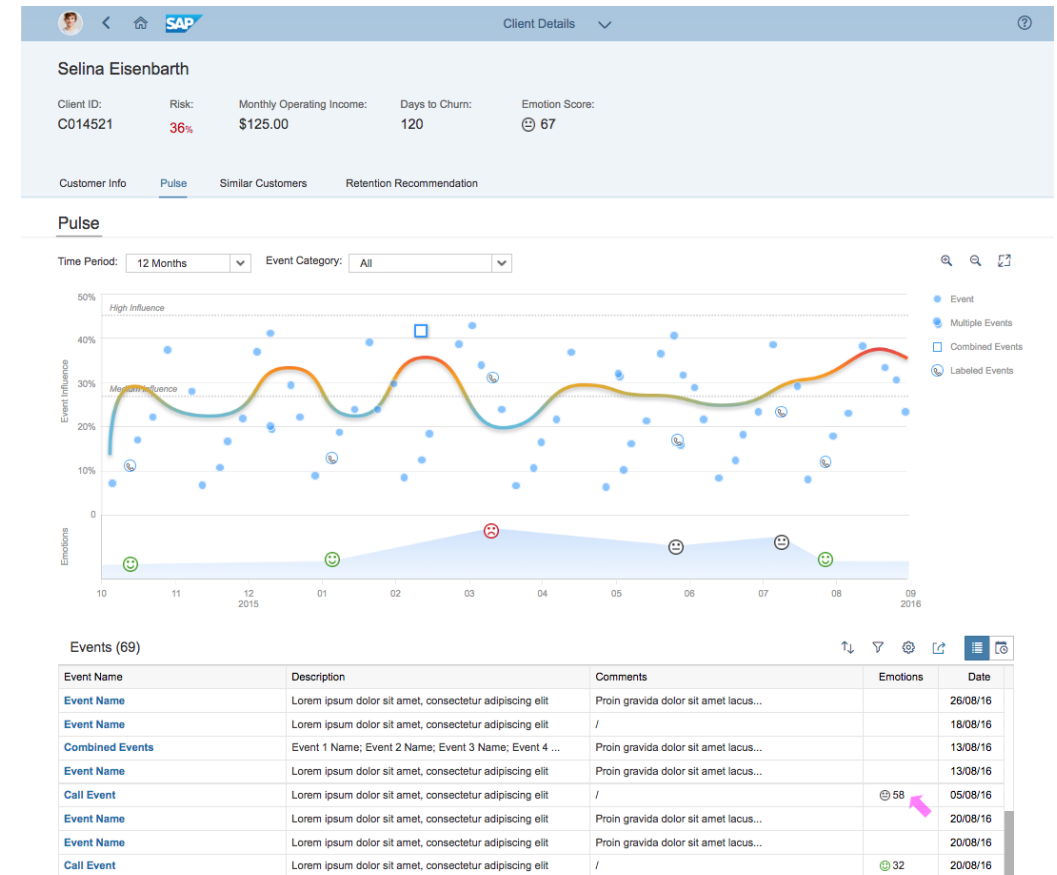
Ethics: Reading people's emotions is a delicate business

- Ethical considerations
 - Privacy
 - Anonymity
 - Surveillance
 - Discrimination
 - Autonomy
- Just because we can...



Value: Connect with customers on a deeper, more personal level

- Real-time use cases
 - Detect customer mood
 - Detect voice stress
- Longitudinal use cases
 - Visualise the emotional journey
 - Prompt early intervention



Getting started with Emotional AI

- 13 Surprising Uses for Emotion AI Technology (Gartner)
<https://www.gartner.com/smarterwithgartner/13-surprising-uses-for-emotion-ai-technology/>
- Empathy: The Killer App for Artificial Intelligence (SAP)
<https://www.digitalistmag.com/executive-research/empathy-the-killer-app-for-artificial-intelligence>
- My prediction: *Our desire for machine understanding will inspire us to overcome the ethical issues and embrace Emotional AI for deeper, more personal engagement*



CONTACT US

Please get in touch if you have any inquiries

Ryan van Leent

Solution Manager

ryan.van.leent@sap.com

THANK
YOU!

