

Adjusted Behaviour - Good is not always Good

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Build an dataset of pro-social behaviours is hard, especially considering that behaviours and morals change according to the culture it is insert in.

Looking to this scenario, and aiming to find a simple and large source of data, the follow solution is proposed:

We have millions of books, scripts and movies that reflects human actions and behaviours worldwide. Most of it shows the same pro-social behaviour while the story is being telled, suggesting a world common pro-social behaviour.

The best part of having such a great number of stories is that "art" copies life, so we can have real access of how people feel and react to actions in the real world.

The dataset proposed here, is to use machine learning techniques for sentiment analysis. We will measure and analyse reaction and emotions of characters in books and movies, and then classify the behaviour that originated them as good or bad behavior.

For example, most stories:

- * if one character lies or cheats another one, the other character reacts by crying, or feeling sad when discover the truth;
- * If one character throws trash in the floor, the other character often consider that social decision is "bad", and will picked up;
- * If a character commits bullying to another, the bullying victim character often cries, feels sad and shows characteristic of depression;
- * If a character tells a joke, the other one often laughs;
- * If a character says sorry the other one often feels happy;

By the time the book or movie was launched we can map the behaviour and its classification (good or bad) according to time. For example, there was a time that women could not vote, so if some woman character tries to vote that would be a

bad-behaviour. But now a days, women must vote to guarantee its opinion and rights, so if some woman character votes, this will be a good-behaviour.

So analysing books and movies characters we can identify not only time bias for good or bad behaviour, but also regional bias as books and movies produced in different regions, it may show different patterns for same behaviours.

In this solution, a dataset built based in characters of books and movies, analysing sentiment and classifying behaviours in good or bad according to the sentiment, can help to not only identify world common behaviour, but specially it can map good-behaviour by time and place.

So we could teach machines with AI to have good-behaviour not only in one way, but teach a "adjusted" good-behaviour, considering the time and regional bias where machine is living.

Furthermore, we could also analyse human expressions when watching movies, and classify the behaviour according to the human expressions and reactions to the story.

For that we could use SimSensei & MultiSense (or technology similiar to that). Simsei is a virtual human and multimodal perception platform specifically designed ,by USC Institute for Creative Technologies, for healthcare support, and it can interpret human reaction. The platform enables an engaging face-to-face interaction where the virtual human automatically reacts to the perceived user state and intent, through its own speech and gestures.