

# Being Effective in an Affective Economy

EQ in the Automation Era

Rotary Large Club Conference

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# Explanations Aside

## Affective

- Relating to, or arising from, emotions



## Affected

- Artificial, false, pretentious



## The Affective Economy

**EMERGING PATTERNS**

# Thinking → Feeling Economy

1987: FCC Repeals Fairness Doctrine

Cronkite → Limbaugh



2005: Word of the Year

a claim *felt* to be true

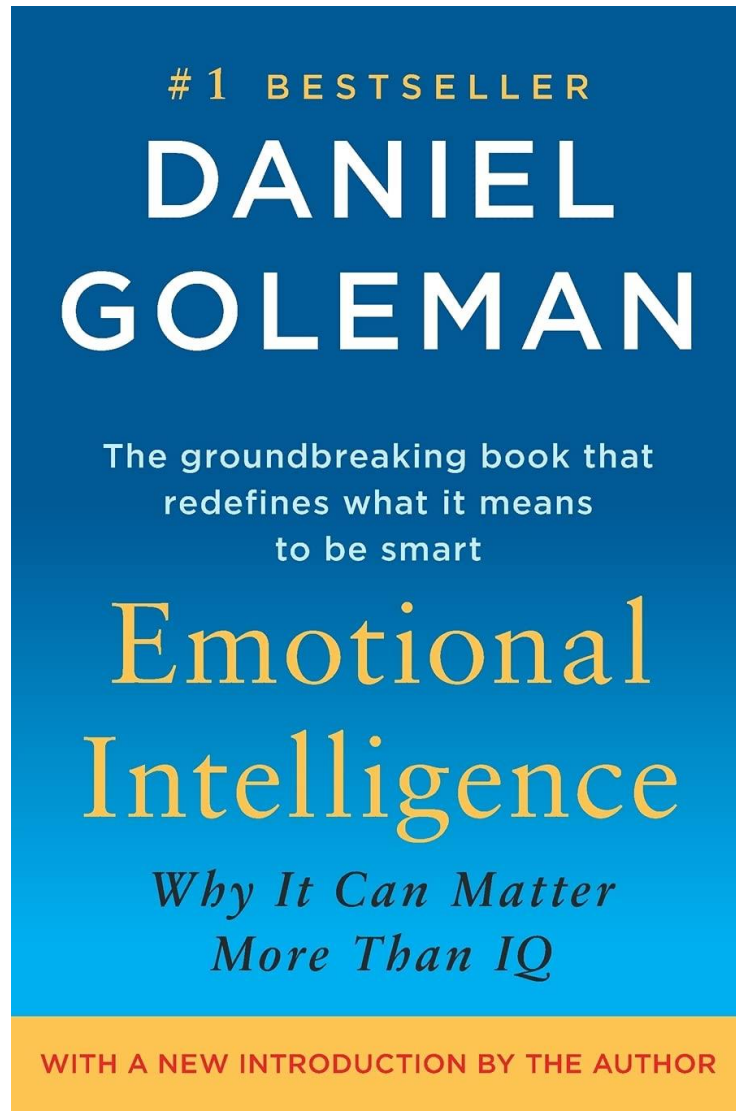


# Thinking → Feeling Economy

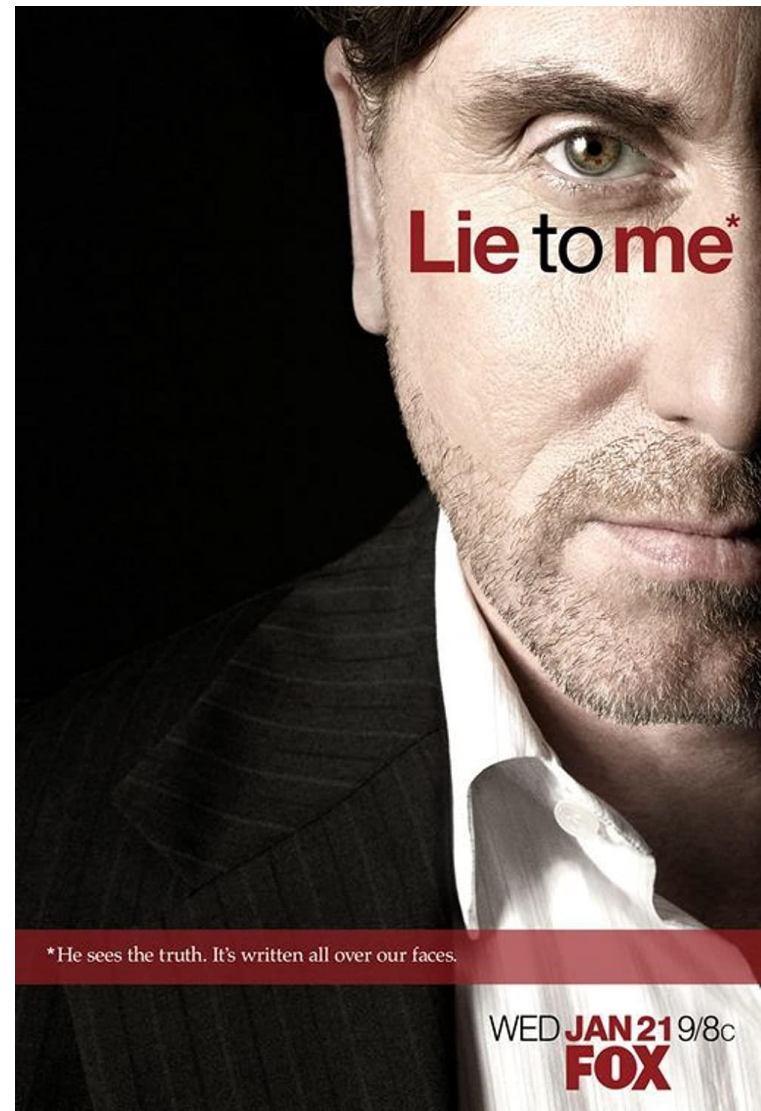
Playing Emotional Detective



**1995 Bestseller**



**2009-2011 Primetime Hit**



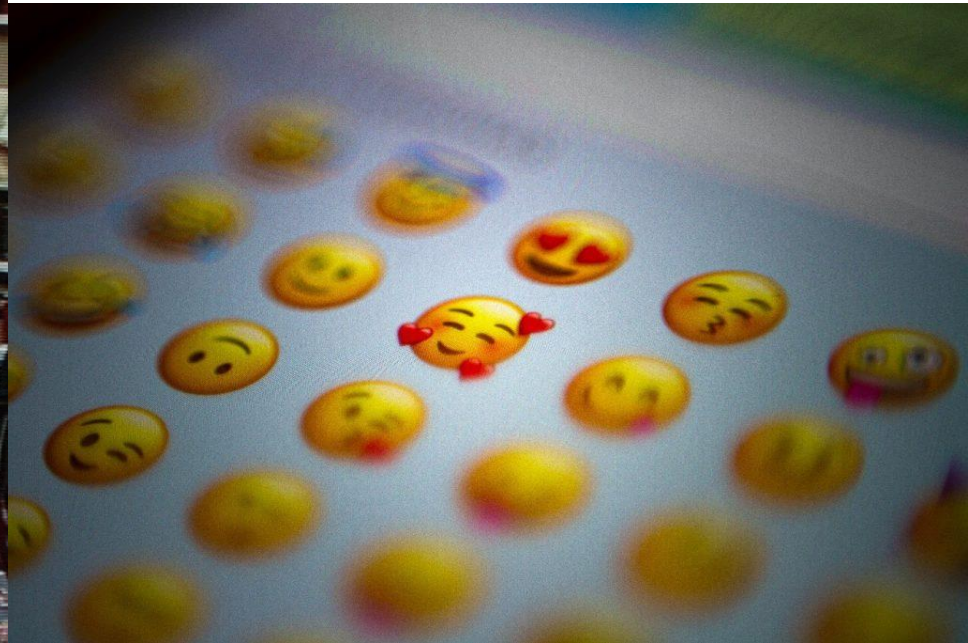


# Thinking → Feeling Economy

1997: Deep Blue Wins & Emojis Launch

**Garry Kasparov Loses**

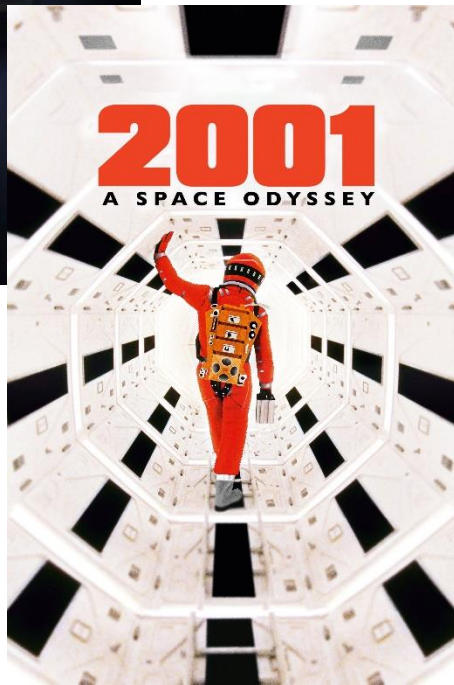
**On Mobile Phones in Japan**



# Thinking → Feeling Economy

Spielberg & Zuckerberg

## 2001: AI Movie's Release



## 2004: Facebook Launches





# Thinking → Feeling Economy

Experts as Robots, Robots as Humanoid

**2008: Great Recession**



**2017: Citizen of Saudi Arabia**





# Automation vs. Affect

1900s: Machines > Backs

2000s: Computers > IQ

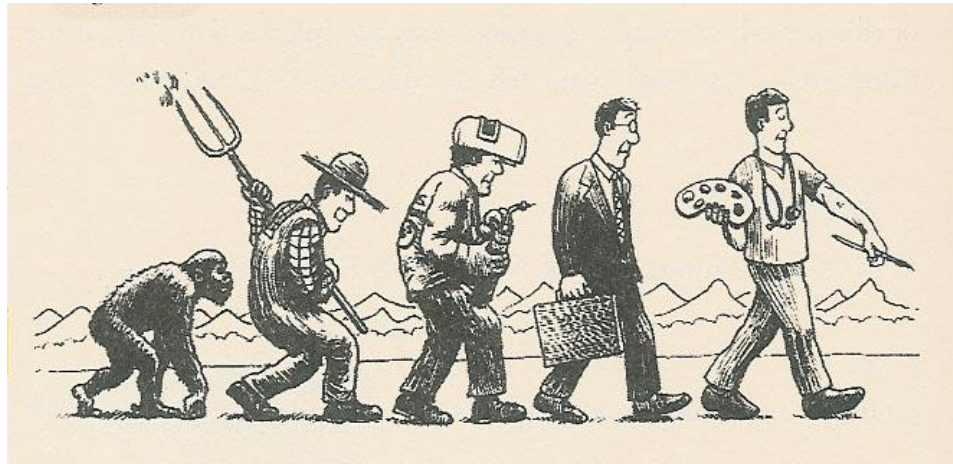
**Mental Activity**

**IQ**

**98% Subconscious  
EQ**

**Role of Emotion:**

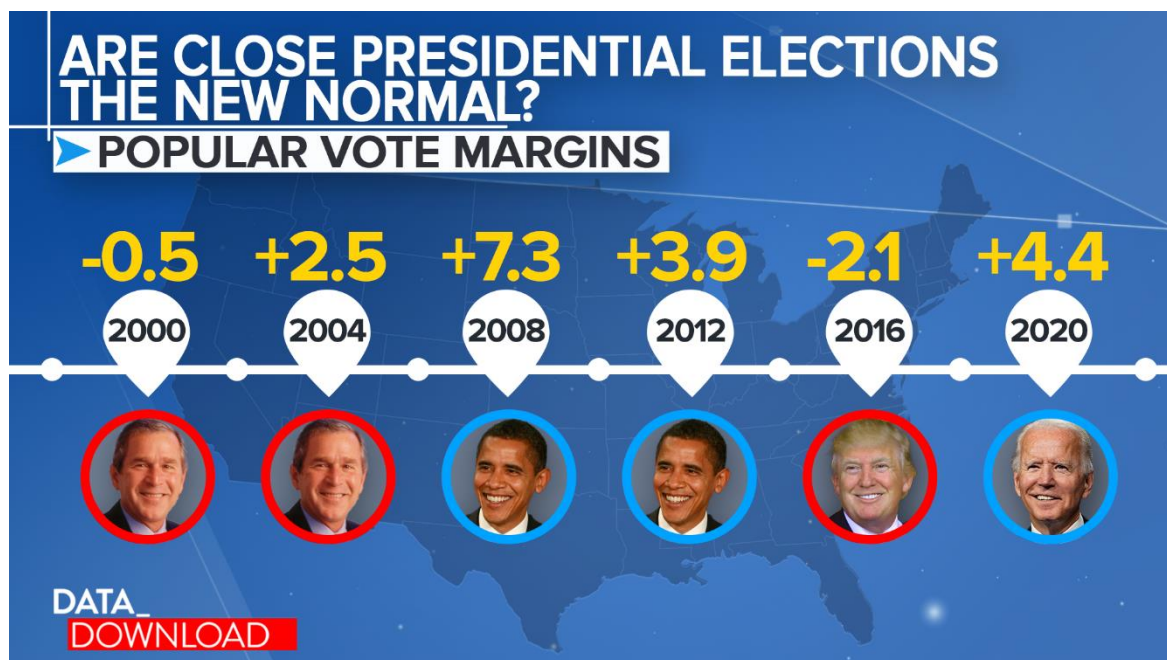
*Recall  
Motivation  
Persuasion*



$AI + HI = HI^* / EQ = 6\%$  Edge



#1 player wins **53%** of the points



## The Affective Economy

**HOW BEST TO COLLABORATE & CREATE VALUE?**



# The Template for Using EQ

Empathy & Build Interpersonal Skills



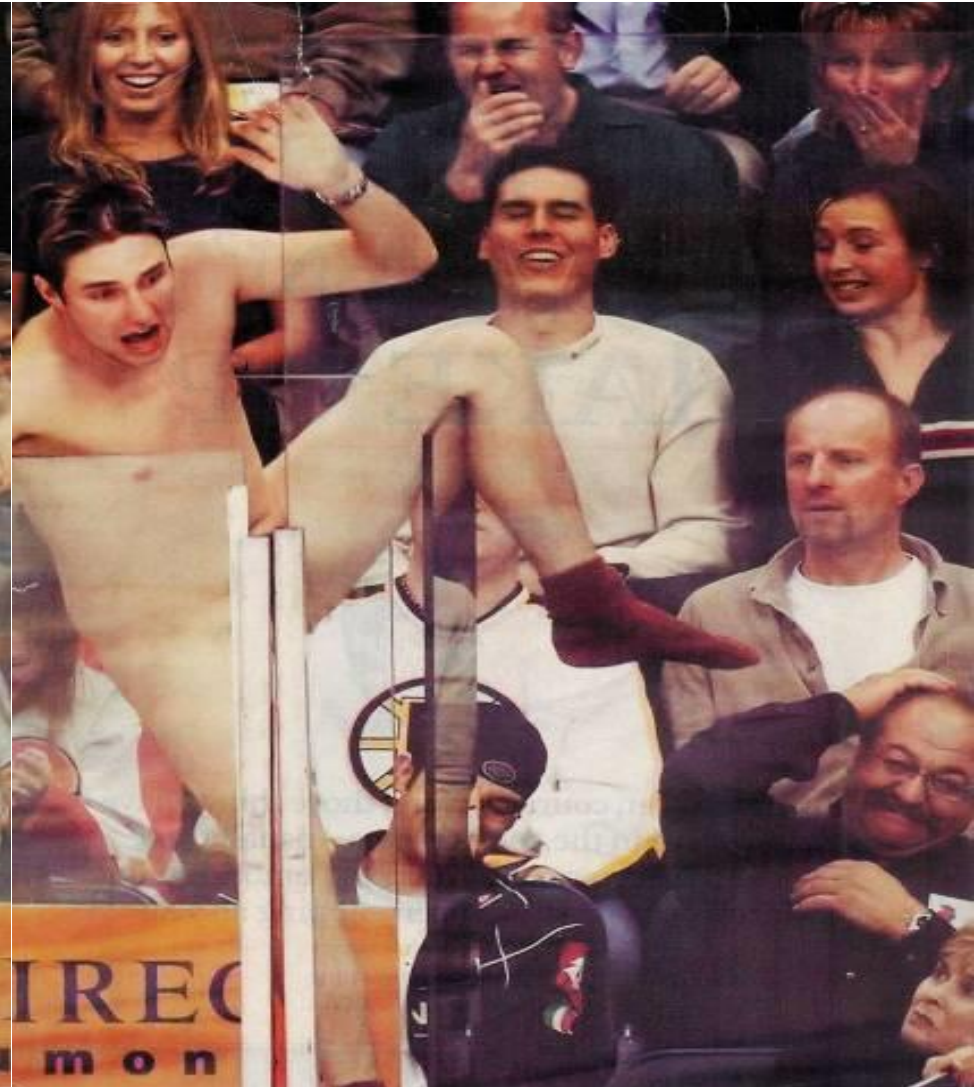
Perceive  
Emotions

Understand  
Emotions

Manage  
Emotions

# PERCEIVE EMOTIONS:

Yes, we notice bodies . . .



# But Mostly We Look at Faces



**Grant Wood**  
*American Gothic*



**Thomas Gainsborough**  
*Mr and Mrs Andrews*

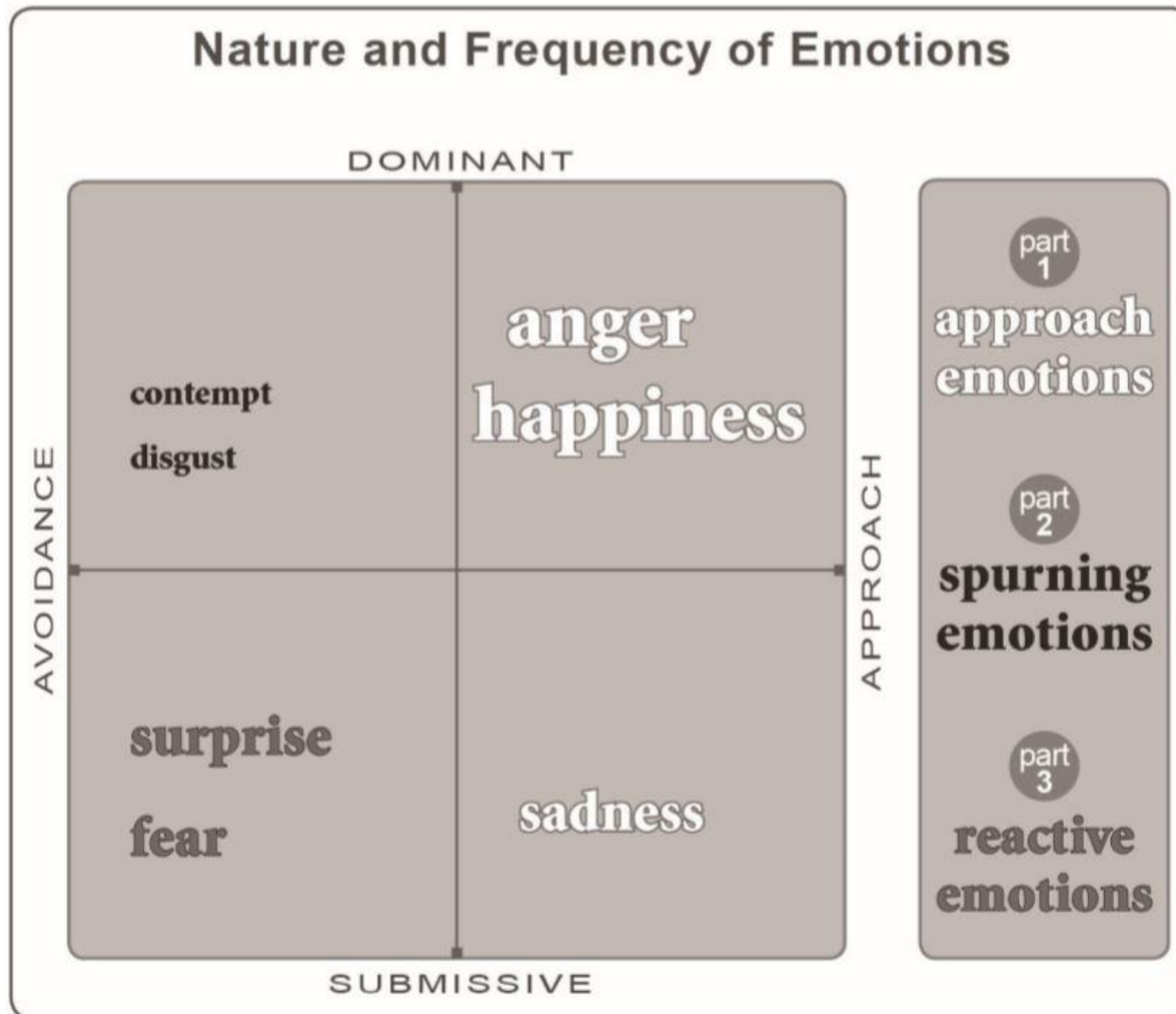


# Why the Face?



- HQ for 4 of 5 senses
- gender, race and age
- Beauty **or** a beast?
- Health (via symmetry)
- Mood, personality

# UNDERSTAND EMOTIONS: Their Meaning



# Approach Emotions





# Spurning Emotions



# Reactive Emotions



# MANAGE EMOTIONS: Here, Now

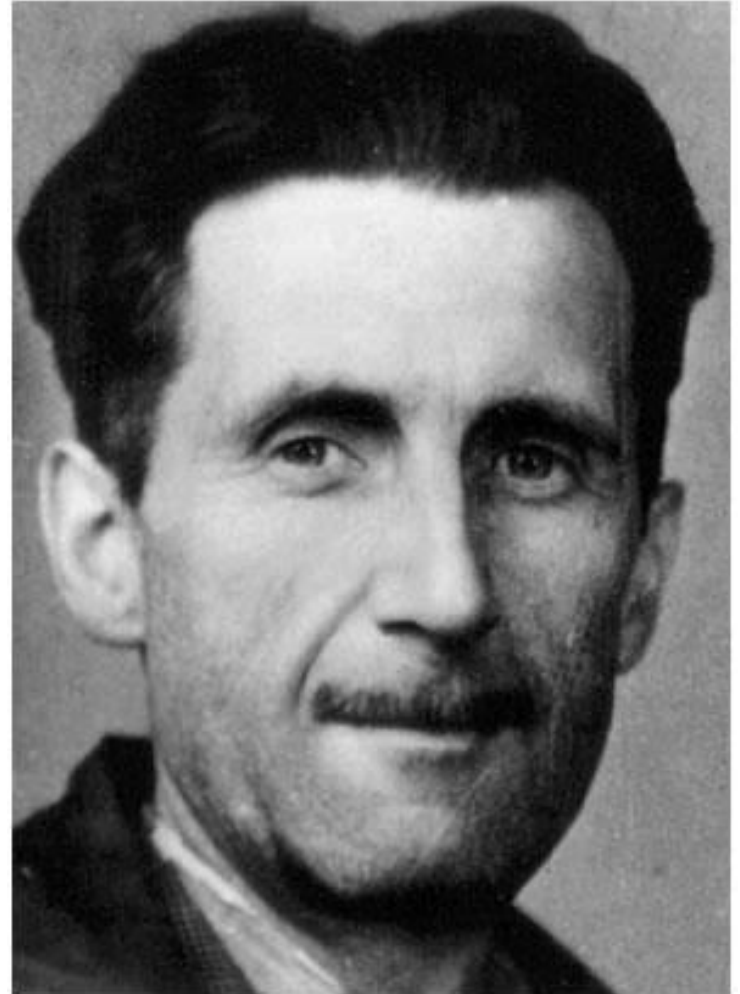
## Motivations Driving Behavior





*“By the age of 50, a man has the face he deserves.”*

**- George Orwell**



## The Affective Economy

# SUMMARY

# Reality Check

Rodin's "The Thinker"



Homer Simpson



**"We are not thinking machines that feel, we are feeling machines that think."**

- Antonio Damasio



# Myth of Objectivity



*“I don’t like spinach, and  
I’m glad I don’t,  
because if I liked it, I’d  
eat it, and I just hate it.”*

**- Clarence Darrow**

# Stay Ahead of Automation



# WIRED

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## APPLE BUYS AI STARTUP THAT READS EMOTIONS IN FACES



Happy? Sad? Angry? This Microsoft tool recognizes emotions in pictures



# To Learn More . . . Questions?



@EmotionsWizard

