



**Neuric Technologies, LLC**

# **The Neuric<sup>®</sup> Brain in Political Analysis**

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## The Neuric<sup>®</sup> Brain in Political Analysis

**Summary:** Neuric Technologies, LLC, is developing a software based learning system, the Neuric Brain<sup>®</sup> (ñNBö) that behaves and reacts to knowledge like a human brain, with feeling, emotion, temperament, conceptualization and expression. The NB operates based on *concepts* rather than words. Accordingly, the NB offers substantial advantages by assessing the user-supplied questions as it evaluates, classifies and interprets the criteria specified, which can be used to create flexible and educated knowledge profiles.

The NB uses common spoken English terms to communicate with users. It is designed to associate words and phrases to cast a wider interpretation of knowledge. In addition, the NB sorts through the concepts that underlie the issues, building profile information. It can identify and correlate information relevant to an issue, and provide educated knowledge or conjecture to the user.

**Proposal:** Neuric proposes to deliver a Neuric Brain to be used in a Web-based tool that gives the user an assessment of a political figure in the context of the user's own interests and criteria. For example, his primary interest could be to identify a fiscal conservative who is also "green"-oriented. The candidate has publicly stated his positions, but would these positions match his record?

The NB developed by Neuric Technologies, LLC is designed such that it may be configured with a specific temperament and personality (e.g., with curiosity and analytical traits) particularly well-suited for inquiries supported by this application.

The goal is to give the user a believable and realistic assessment of a candidate's issue positions, regardless of the candidate's public statements. Especially early in a campaign ó and separately for the primary and general elections ó candidates frequently do not want to disclose or publicly pin down their positions. A scenario to achieve this might look like this:

- Neuric configures an NB in a form suitable for use on Newco's servers, defining technical specifications that permit Newco's IT people to interface their web pages to the brain. (It can be assumed that multiple brains are used for purposes of internet scales of magnitude.)
- Newco defines the desired format(s) for inquiry results, whether they be lists, textual monologue or URLs for supporting back-stories, suitable to Newco's IT people.
- Independently, Newco's political and social-science personnel locate voting records, voting guide responses, interviews, published and quoted statements and the like. These are isolated and presented as back-story and training material for the brain. A single NB is used for this *learning* process, and a snap-shot of its current knowledge is saved at some periodic interval, such as close of workday. This NB resides in Newco's facilities, not on the Web. The original material (including Web URLs and references) are made available on the Web and can be referenced by the below "workhorse" brains.
- A set of "workhorse" brains are configured to reside on the Web. These brains are *not* configured to *learn*, but to assess and analyze issue preferences of the web-based user. Each of these brains is configured to restart at some periodic time, such as 2:00 A.M., uploading the latest snapshot of the NB from Newco's facilities.

- The user is expected to wish corroboration or supporting materials, which the NB should presumably volunteer. They could be presented as Web URL references saved on Newco's servers or elsewhere, as just discussed.

Actual feature sets and processes can be defined by Newco or a Newco-Neuric partnership, to include the types of information, types of analysis, means to define and recognize issues, and the like. These presumably would also include lists of other candidates holding similar positions, and the back-stories to support the brain's assessments.

### **Advantages of the Neuric<sup>®</sup> Brain**

- Separate *expert* Neuric search agents may be pre-trained in areas of specialization (e.g., local, national, international politics, current issues, polling) to focus only on particular and relevant areas of interest.
- May be programmed to learn and grow in specifics of a particular field, beyond its initial training.
- Analytical interpretation and comparisons may be conducted, wherein the user may ask questions about matters of relevance or interest, openly exploring options with the Neuric Brain.

What we have here shown is the nature of a system possible with the Neuric Brain. It provides a believable and realistic assessment for a candidate's most-probable positions on issues, and yields a separate assessment than merely a candidate's statements or voting guide responses.