**TRUST – DIGITAL OR STILL EMOTIONAL**

**Will you trust a person or the machine?**

***Dateline: 24 July 2028***

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| Just a month ago, I had the biggest spat of my life with my best friend. This has left both of us devastated. But such is the current atmosphere in the society. The **e-Know** machine by Facebook has created havoc in the personal lives’ of the users.  This tool is intelligent enough to reveal the true identity of a person by interpreting the human behaviour. This reminds me of an article which I remember going through almost a decade back published on SciTechDaily. The article was about how a group of researchers from **Max Planck institute of Informatics**, Germany, had developed a software system that could draw conclusions about a person’s personality traits by using artificial intelligence to evaluate their eye movements. That software system was able to process a person’s eye movements to calculate for example how neurotic, extrovert and curious they are. Perhaps this was the starting point of the **e-Know** machine.  A couple years back, when this small piece of tool was first introduced in the market, it was meant for the betterment of the society. Lawmakers had a great time using this as this helped them churn out the innocents from the impeachable.  Similarly lot of corporate organisations used this to hire better employees which in turn resulted in better production. Therefore it was not a surprise that major multinationals had way better growth in Q3 of last financial year than Q2, Q1 and still scaling high.  Everything was perfect until Facebook decided to make this machine cheaper and public. People started using it for fun initially. But things went wrong once they started using this against their friends, spouse, and others. Now the situation is such that people are willing to spend time with strangers rather than the known ones.  The digital world has definitely taken over the emotional Homo Sapiens. Once said by famous Norwegian historian, teacher, and political scientist, Mr. Christian Lous Lange, that “**Technology is a useful servant but a dangerous master**”.  **What do you think?** |
| ***by Avinash Padhy*** |
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