Cultural Affinity through Associative Machine Learning and Behavioral Computation

Hrishikesh Kulkarni, Dr. Bradly Alicea

***Abstract* – When a person gets exposed to another culture, it impacts on his/her behavior and is reflected in individual expressions and responses. The total impact of cross-cultural exposure depends on that person's psychological and emotional traits. Thus, the study of Behavioral Computation with reference to culture has been an interesting and equally important area of research in Psychology, Anthropology and Machine Learning. Modelling human behavior with reference to his/her culture and deriving impact on his/her behavior when exposed to another culture needs to consider different facets of human psychology. This paper takes you through evolution of cultural computing and proposes a model to derive cultural affinity among two individuals with reference to their emotional and cultural traits. The proposed model tries to associate two individuals and their cultural traits using graphical association. We define closeness among two graphs with reference to 'core theme node' depictive of cultural expressions. The closeness and association among two individuals can be extended to groups and can be used to form groups. This model can be extended and can be used to form homogeneous as well as complementary teams and selecting candidates who can fit into team cultures. This work can further be extended to study and predict cultural evolution with reference to transition, migration and cross-cultural impact.**

Keywords: Cultural Computation, Computational Behavior, Computational Psychology, Machine learning, Anthropology

* The link for NAPS conference