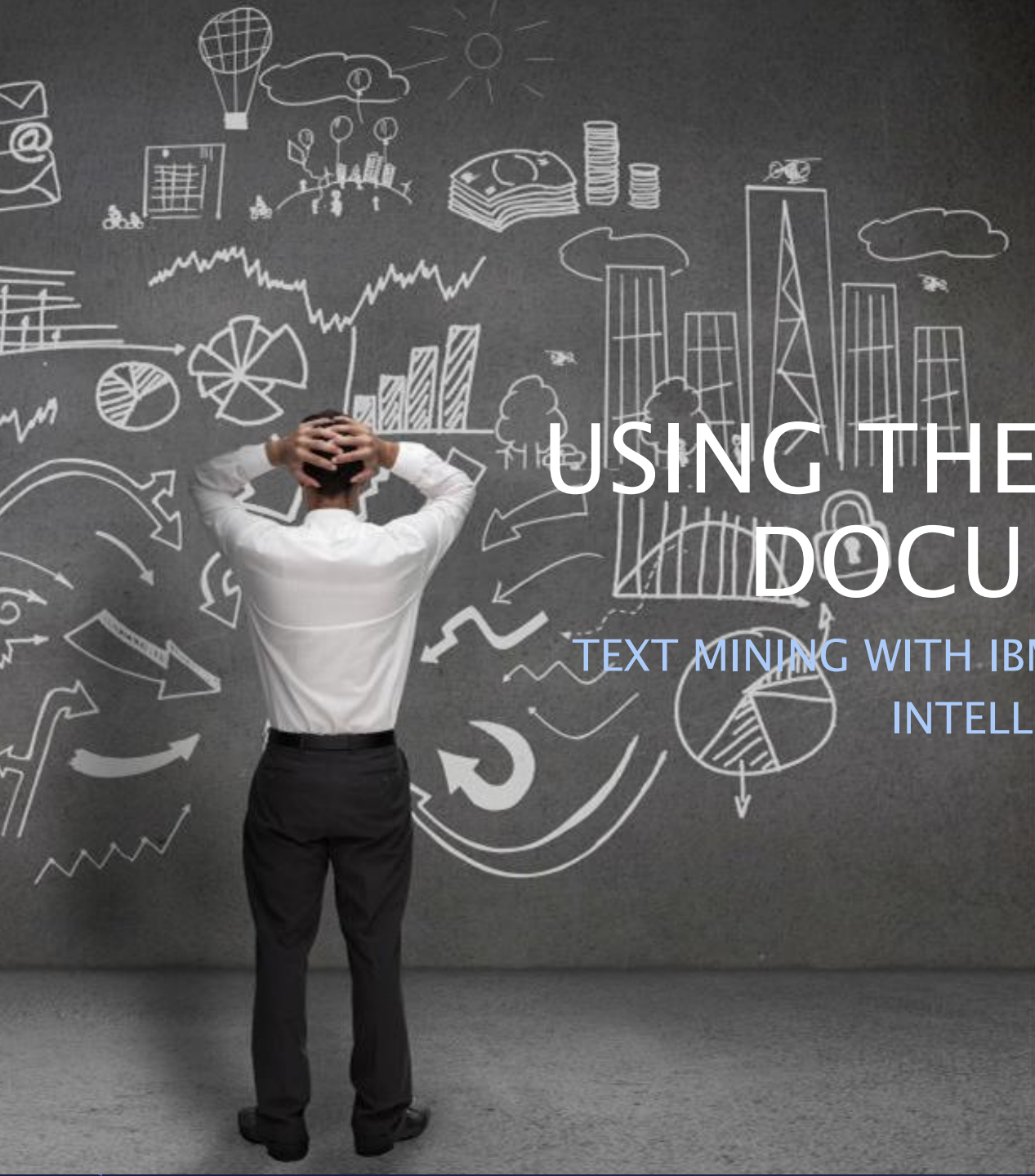




# DATA MINING & HUMAN FACTOR



# USING THE POWER OF DOCUMENTS

TEXT MINING WITH IBM WATSON (ARTIFICIAL INTELLIGENCE)

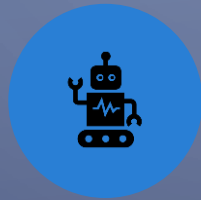


# INTRODUCTION



Fascination

The debate regarding A.I. and algorithms

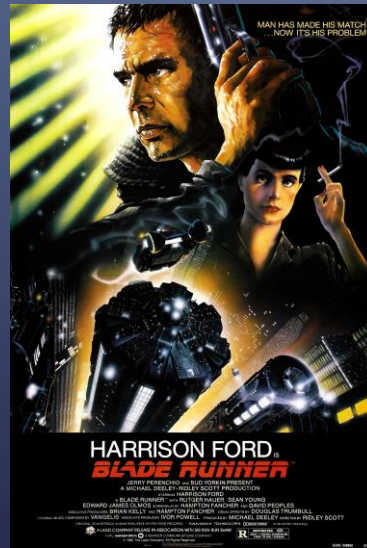
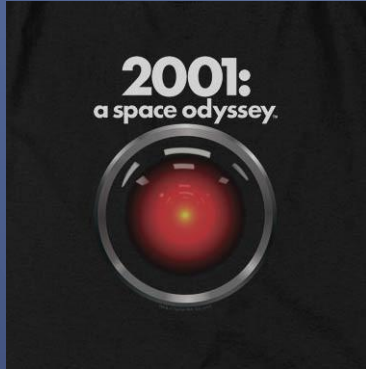


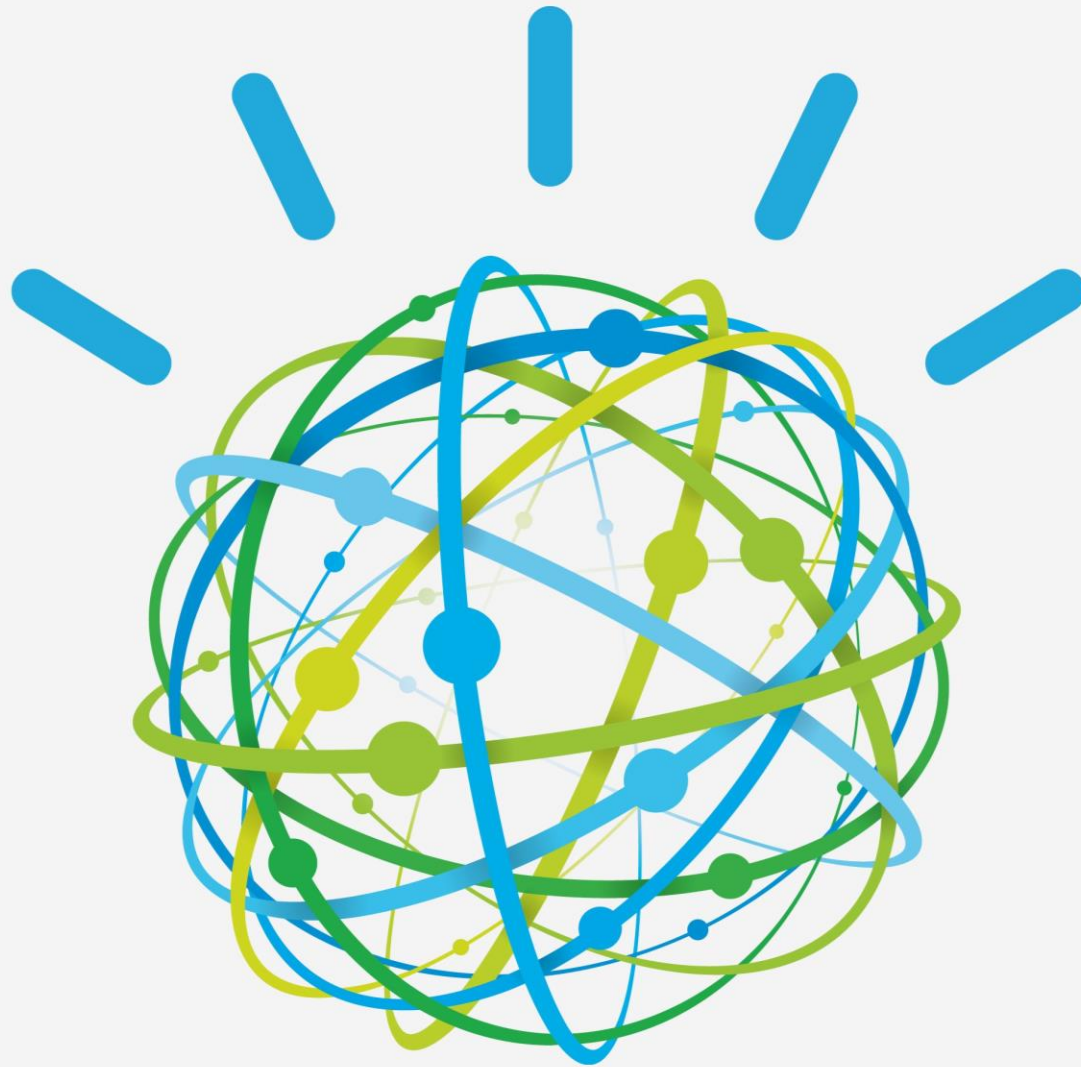
What is Artificial Intelligence, POC: can Watson help Probation officers make better decisions?



Good and bad application of A.I. friend or foe?

# AI AND (MY) IMAGINATION





# WHAT IS ARTIFICIAL INTELLIGENCE

- <https://youtu.be/AtdJ1DGJjXA>

# TYPES OF ARTIFICIAL INTELLIGENCE

Machine learning (including deep learning)

Natural language processing

Robotics

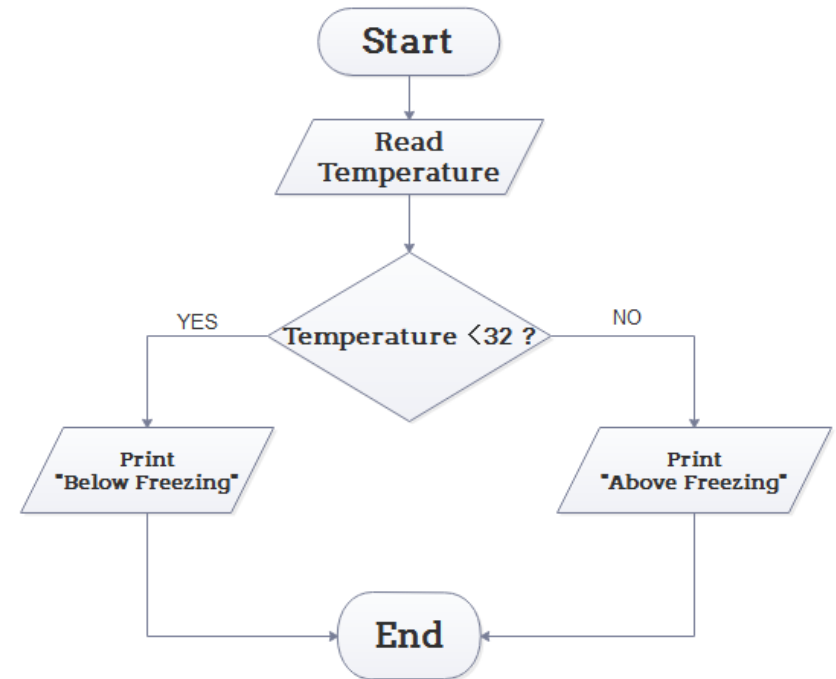
Autonomous vehicles

Virtual agents

# WHAT IS AN ALGORITHM?

if this then that

Trigger Action



MUCH  
DEBATE  
REGARDING  
A.I. AND  
ALGORITHM  
S

Chatbot Microsoft offline

Algorithm USA introduces racial bias in  
setting bail

we all use algorithms in our head every  
day

Developing national and international  
guidelines is important (Helsinki  
meeting)

<http://moralmachine.mit.edu>

Transparency and algorithm ownership



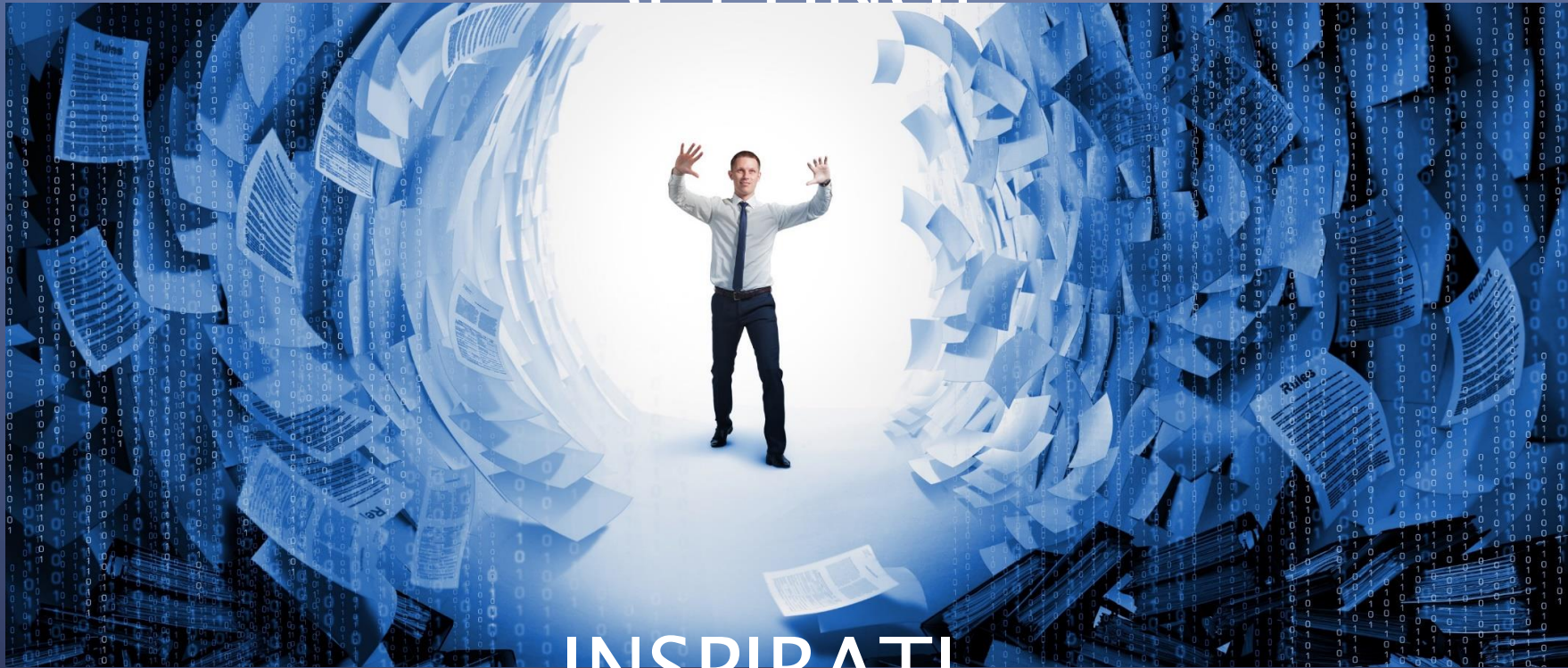
# A.I., FRIEND OR FOE?



# A.I., FRIEND OR FOE?



# CAN WE APPLY A.I. IN A PROBATION SETTING?



INSPIRATION  
ON  
QUESTION  
...GO!!

- Probation Reports
- Criminal Records
- Sentencing information
- Police Reports
- E-mail
- Letters from psychiatrist
- Etc.



# PROOF OF CONCEPT IN ACTION

4TB data – 40.000 documents



High Impact Crimes



Failure is an option!

3 months duration

Agile like approach



No Fixed Goal: shared wishlist probation officer decides course





U kunt vinkjes aanklikken en onderaan de pagina op de knop "vergelijkbare profilen" drukken.



PERSOONSGEGEVENS



Personal info  
ID number  
Name  
etc

Naam

John Doe

GESL

Man

GEBOORTEDATUM

04-07-1980

LEEFTIJD

29

ADRESGEGEVENS

Leidseplein 1A  
2800 AB Amsterdam

CONTACT

name@email.com  
+31610101010

Delictgeschiedenis +



- Eerste aanraking politie / Justitie**
  - 2004  
Betrokkene werd voor het eerst gearresteerd op zijn 15e
- Patroon**
  - Gewelddadig 1x
  - Gewapende overval 1x
  - Zedendelict 1x
- UJD aan/of afwezig**
  - UJD aanwezig
- Veroordeeld:**
  - Eerder veroordeeld

Signals from: Historical criminal record

Leefgebieden -



- |  |                    |             |
|--|--------------------|-------------|
| <input type="checkbox"/> <b>Huisvesting:</b>                             | Risico:            | Protective: |
| - Vaste woonplaats   |                    |             |
| <input checked="" type="checkbox"/> <b>Financien &amp; schulden:</b>     | <b>Frequentie:</b> |             |
| - Heeft schulden   | 4x                 | ✓           |
| <input type="checkbox"/> <b>Opleiding:</b>                               | <b>Frequentie:</b> |             |
| - VMBO genaald   | 2x                 | ✓           |
| <input type="checkbox"/> <b>Familie &amp; relaties</b>                   | <b>Frequentie:</b> |             |
| - Moeder en neef   | 2x                 | ✓           |
| <input type="checkbox"/> <b>Vrienden &amp; Intermenselijke relaties:</b> | <b>Frequentie:</b> |             |
| - Vrienden van school  | 1x                 |             |
| <input type="checkbox"/> <b>Middelengebruik:</b>                         | <b>Frequentie:</b> |             |
| - Cannabis, Cocaine, Quat  | 1x                 | ✓           |

Signals from: Risk and Protective factors

Persoonlijk functioneren -



- Gedrag / Inzichten**
  - Bekennend 1x
  - OTG heeft in eerder verhoor volledig bekend.
  - Recidive 2x
  - Betrokkene is teruggevallen in oud patroon.
  - Betrokkene pleegt recidive wanneer niet ...
  - Vermijden 1x

Signals from: personal circumstances

Bronbestanden:  
Opleiding & werk

Details

4 resultaten voor cognitieve vermogens & opleiding

[correspondentie\\_gerechtshof.pdf](#) 18-02-2016

Betrokkene heeft eerder in 2003 zijn opleiding afgerond. Dit was de opleiding VMBO niveau 2 automonteur. In deze zelfde tijd heeft betrokkene...

[verslag\\_reclassering\\_april2012pdf](#) 09-06-2015

Betrokkene slaagd voor... een overval gepleegd op... enigzins een sle...

[correspondentie\\_gerechtshof\\_2013\\_2011.pdf](#) 15-03-2013

Eerdere... te weinig motivatie... hier...

[verslag\\_werkstraf\\_septemb...](#) 29-01-2012

In 2005 is vastgesteld dat Meneer X heeft genoten van Studi-Financiering in de looptijd van zijn opleiding. Meneer x is uiteindelijk niet geslaagd en ...

Context menu

here the documents are shown that are associated with the signals. All documents can be opened

# RESULT

- Proof of concept succesful
- Documents are ~80% readable
- Signals are relevant for probation workers
- We are preparing a larger scale pilot starting this summer



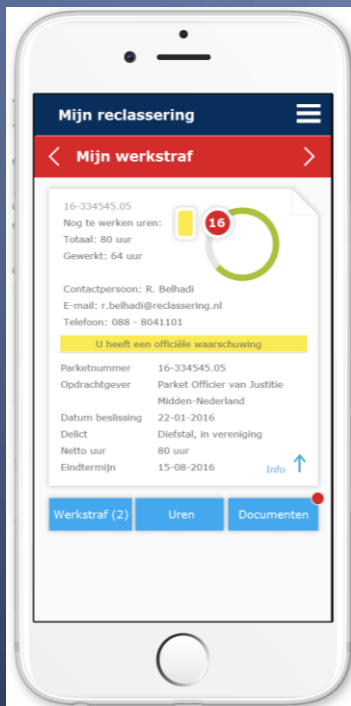


NT



&

ADOPTION



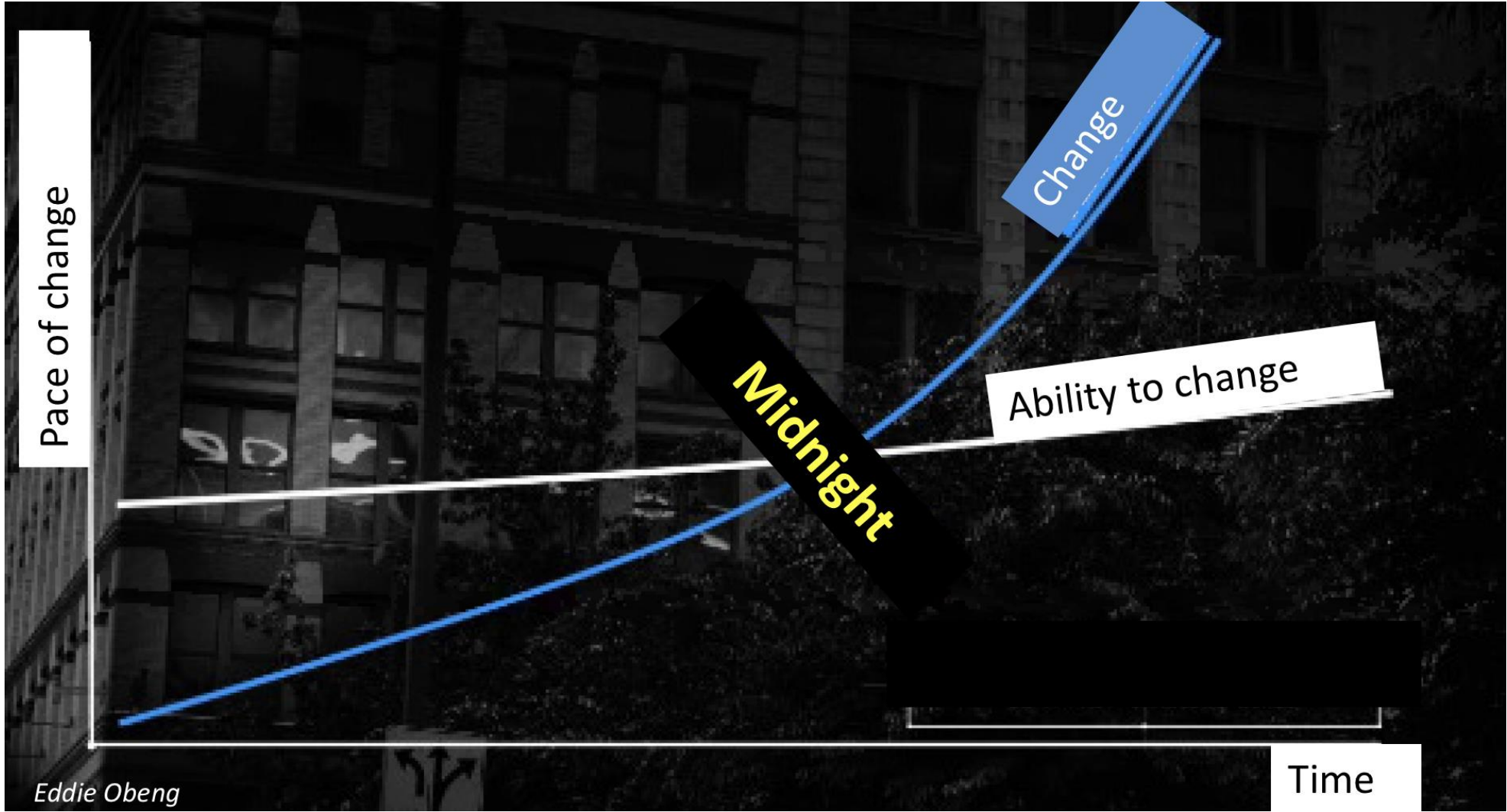


# A FRAMEWORK FOR CHANGE

Vision	Urgency	Plan	Means	Skills	Result
✓	✓	✓	✓	✓	Change
	✓	✓	✓	✓	Confusion
✓		✓	✓	✓	Resistance
✓	✓		✓	✓	Chaos
✓	✓	✓		✓	Frustration
✓	✓	✓	✓		Anxiety

M.  
Lippitt

Pace of change



Change

Ability to change

Midnight

Eddie Obeng

Time

Psychology of Influence<sup>^</sup>

Scarcity

Social Proof

**Maloney's 16% Rule:**  
Once you have reached 16% adoption of any innovation, you must change your messaging and media strategy from one based on scarcity, to one based on social proof, in order to accelerate through the chasm to the tipping point.

T  
H  
E  
C  
H  
A  
S  
M  
~

The Tipping Point+

2.5%

13.5%

34%

34%

16%

Adoption Profile\*

Innovators

Early Adopters

Early Majority

Late Majority

Late Mass

Psychographic\*

Technologists

Visionaries

Pragmatists

Conservatives

Sceptics

Social Technographic#

Creators

Critics & Collectors

Joiners & Spectators

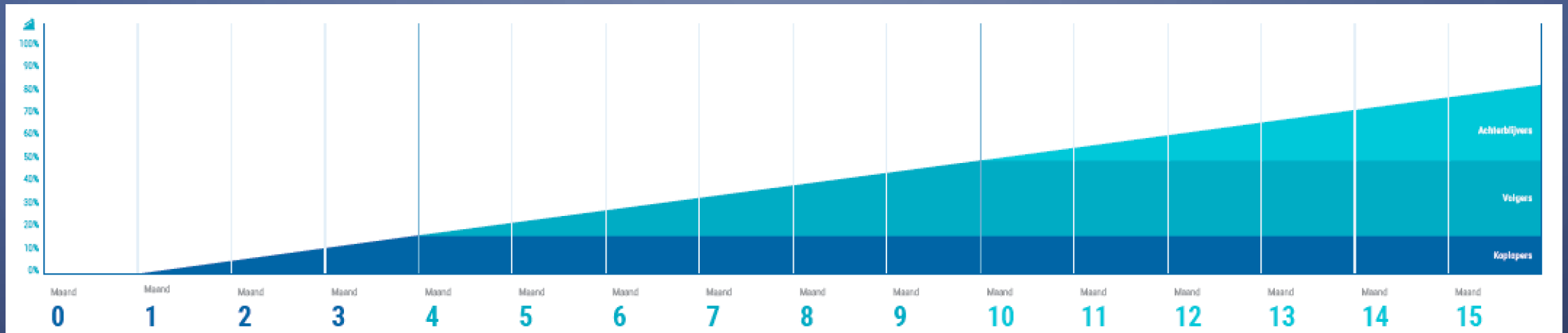
Inactives

# ACCELERATING DIFFUSION OF INNOVATION

## MALONEY'S 16% RULE

<sup>^</sup> Robert Cialdini \*Everett Rogers #Forresters ~Geoffrey Moore + Malcolm Gladwell

# The Maturity Model



## Early adopters

Seek solutions for their problems.  
Not afraid to try something new.

## Followers

Need to be convinced of the benefit.  
Need recommendations from colleagues.

## Laggards

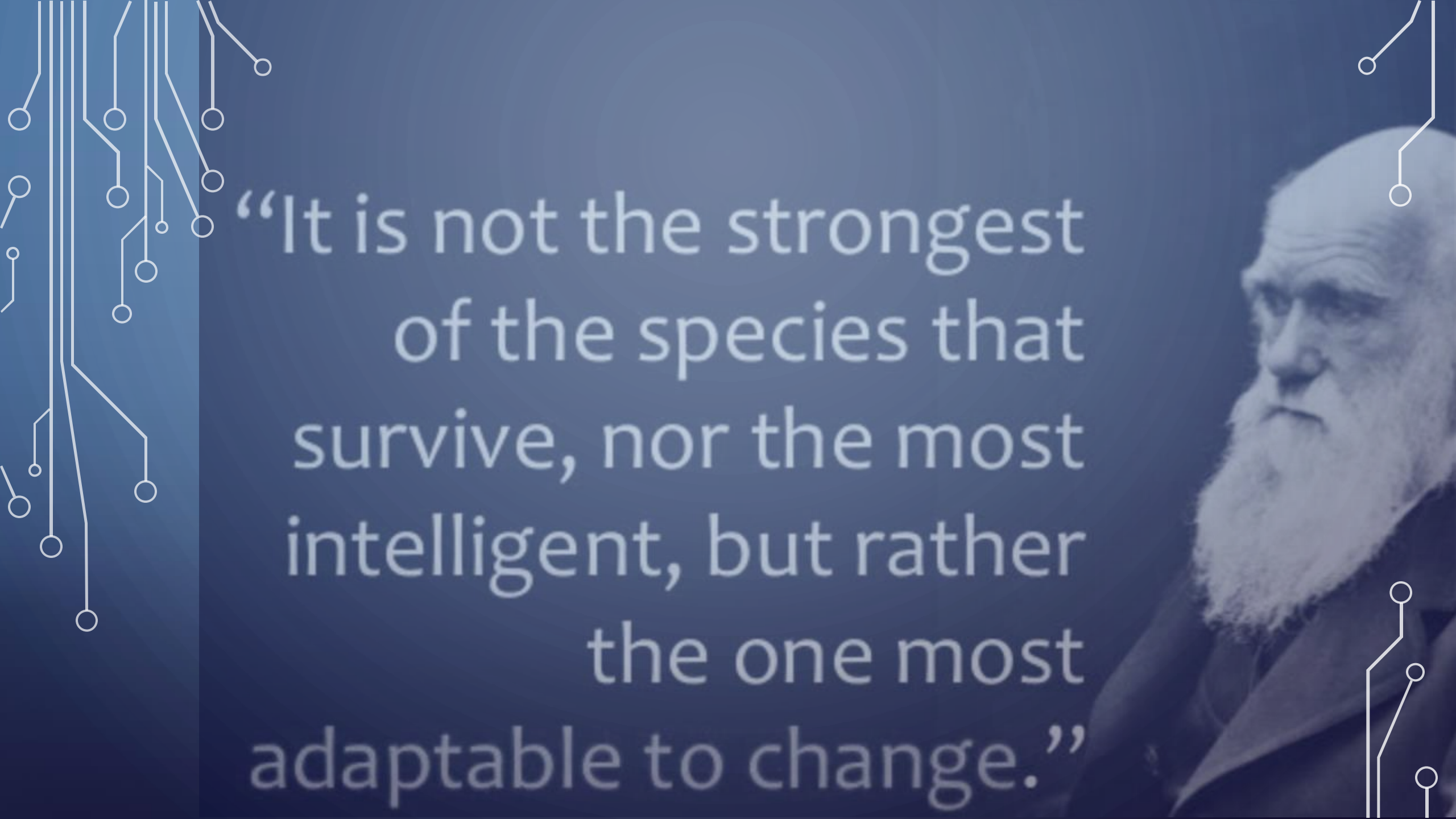
Hold on to old habits.  
Can not deal with set backs.



OUR BRAIN IS WIRED TO  
MINIMIZE USE OF  
CAPACITY BY  
AUTOMATING  
PROCESSES

*LET'S EXPERIENCE THAT  
FOR OURSELVES*





“It is not the strongest  
of the species that  
survive, nor the most  
intelligent, but rather  
the one most  
adaptable to change.”



# THE QUESTION IS....

Will our organisation survive if we are not adaptable to change?

How can we become adaptable enough in order to survive?

