



FACEPTION
Facial personality profiling

Press Coverage

Binder

Terrorist or pedophile? This start-up says it can out secrets by analyzing faces

www.washingtonpost.com/news/innovations/wp/2016/05/24/terrorist-or-pedophile-this-start-up-says-it-can-out-secrets-by-analyzing-faces/

By Matt
McFarland

May
24



Our faces may reveal a lot more about us than we expect. (Kacper Pempel/Reuters)

An Israeli start-up says it can take one look at a person's face and realize character traits that are undetectable to the human eye.

Faception said it's already signed a contract with a homeland security agency to help identify terrorists. The company said its technology also can be used to identify everything from great poker players to extroverts, pedophiles, geniuses and white collar-criminals.

"We understand the human much better than other humans understand each other," said Faception chief executive Shai Gilboa. "Our personality is determined by our DNA and reflected in our face. It's a kind of signal."

Faception has built 15 different classifiers, which Gilboa said evaluate with 80 percent accuracy certain traits. The start-up is pushing forward, seeing tremendous power in a machine's ability to analyze images.

Yet experts caution there are ethical questions and profound limits to the effectiveness of technology such as this.

"Can I predict that you're an ax murderer by looking at your face and therefore should I arrest you?" said Pedro Domingos, a professor of computer science at the University of Washington and author of "The Master Algorithm." "You can see how this would be controversial."

Gilboa said he also serves as the company's chief ethics officer and will never make his classifiers that predict negative traits available to the general public.

The danger lies in the computer system's imperfections. Because of that, Gilboa envisions governments considering his findings along with other sources to better identify terrorists. Even so, the use of the data is troubling to some.

"The evidence that there is accuracy in these judgments is extremely weak," said Alexander Todorov, a Princeton psychology professor whose research includes facial perception. "Just when we thought that physiognomy ended 100 years ago. Oh, well."

Cutting-edge developments in tech and elsewhere.

Faception recently showed off its technology at a poker tournament organized by a start-up that shares investors with Faception. Gilboa said that Faception predicted before the tournament that four players out of the 50 amateurs would be the best. When the dust settled two of those four were among the event's three finalists. To make its prediction Faception analyzed photos of the 50 players against a Faception database of professional poker players.

There are challenges in trying to use artificial intelligence systems to draw conclusions such as this. A computer that is trained to analyze images will only be as good as the examples it is trained on. If the computer is exposed to a narrow or outdated sample of data, its conclusions will be skewed. Additionally, there's the risk the system will make an accurate prediction, but not necessarily for the right reasons.

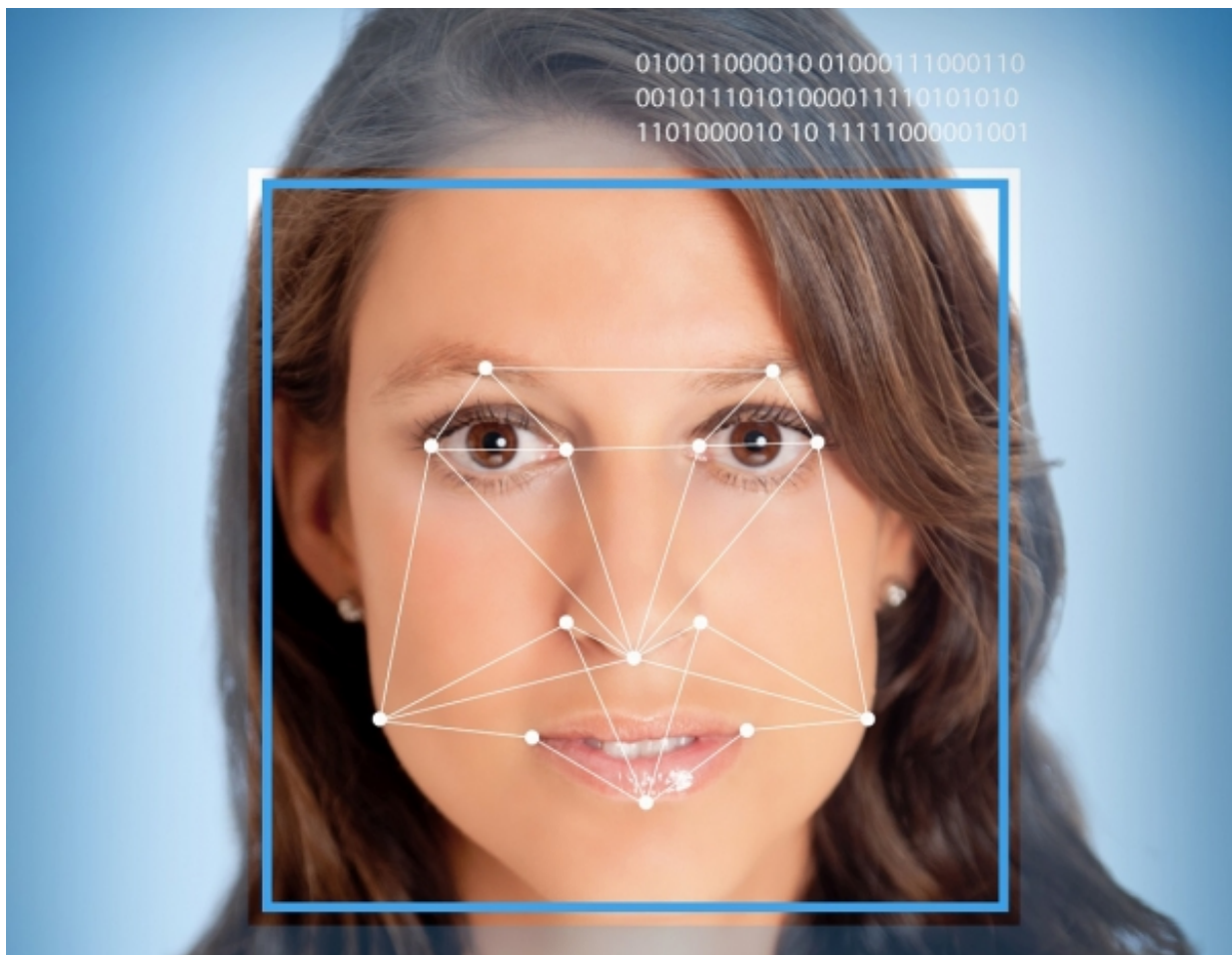
Domingos, the University of Washington professor, shared the example of a colleague who trained a computer system to tell the difference between dogs and wolves. Tests proved the system was almost 100 percent accurate. But it turned out the computer was successful because it learned to look for snow in the background of the photos. All of the wolf photos were taken in the snow, whereas the dog pictures weren't.

Also, an artificial intelligence system might zero in on a trait that could be changed by a person — such as the presence of a beard — limiting its ability to make an accurate prediction.

"If somebody came to me and said 'I have a company that's going to try to do this,' my answer to them would be 'nah, go do something more promising,'" Domingos said. "But on the other hand, machine learning brings us lots of surprises every day."

How To Spot A Terrorist: 'Faception' Tells You Who To Watch Out For

www.travelerstoday.com/articles/22289/20160526/how-to-spot-a-terrorist-faception-tells-you-who-to-watch-out-for.htm



An unidentified homeland security agency secured a contract in a pre-crime like tech start-up company. This company is said to be an agency which can identify if someone is a terrorist, pedophile, genius, or a person with other types of personality. This mentioned new feature is said to be good in studying the face of a person to tell what kind of an individual he/she is, having 80% accuracy level.

Word has it that just by capturing the face in a picture, live streaming video, or simply stored in a database, the said feature is able to tell the personality of a person, as reported in [Computer World](#). Sometimes, it confuses some individuals deem this feature or technology is seen as something that produces inaccurate results.

The security agency that works with the United States in the facial identification is called Faception is an Israeli start-up company. Faception revealed to The Washington Post that the former basically works with the Americans to spot terrorists even before any untoward incident occurs in public.

The computer vision and machine learning technology can also work in coordination with other facial recognition features. The purpose of this quest is to disseminate a complete solution that would basically work in just about anybody. These individuals cover those that are identified, as well as those individuals that are not known.

Faception CEO Shai Gilboa shared how the process of this new security feature would work:


"Our personality is determined by our DNA and reflected in our face. It's kind of a signal."

Social and Life Science Research personalities modify or stay the same, according to the genes. Thus, experts believe that people's faces are reflections of their DNA's.

As of the moment, Faception has revealed 15 personalities, as reported by [Rt.com](#). These personalities include extrovert, genius, academic researcher, professional poker players, bingo player, brand promoter, white collar offender, paedophile and terrorist.

Faception has allegedly been able to identify with success the nine terrorists who were the culprits of November terror incidents in Paris, as reported by [The Daily Mail UK](#).

This app uses facial analysis to tell people's personalities

 bgr.com/2016/05/17/facial-recognition-app-faceception-personality/
By Chris
Smith

on May 17, 2016 at 7:10
PM

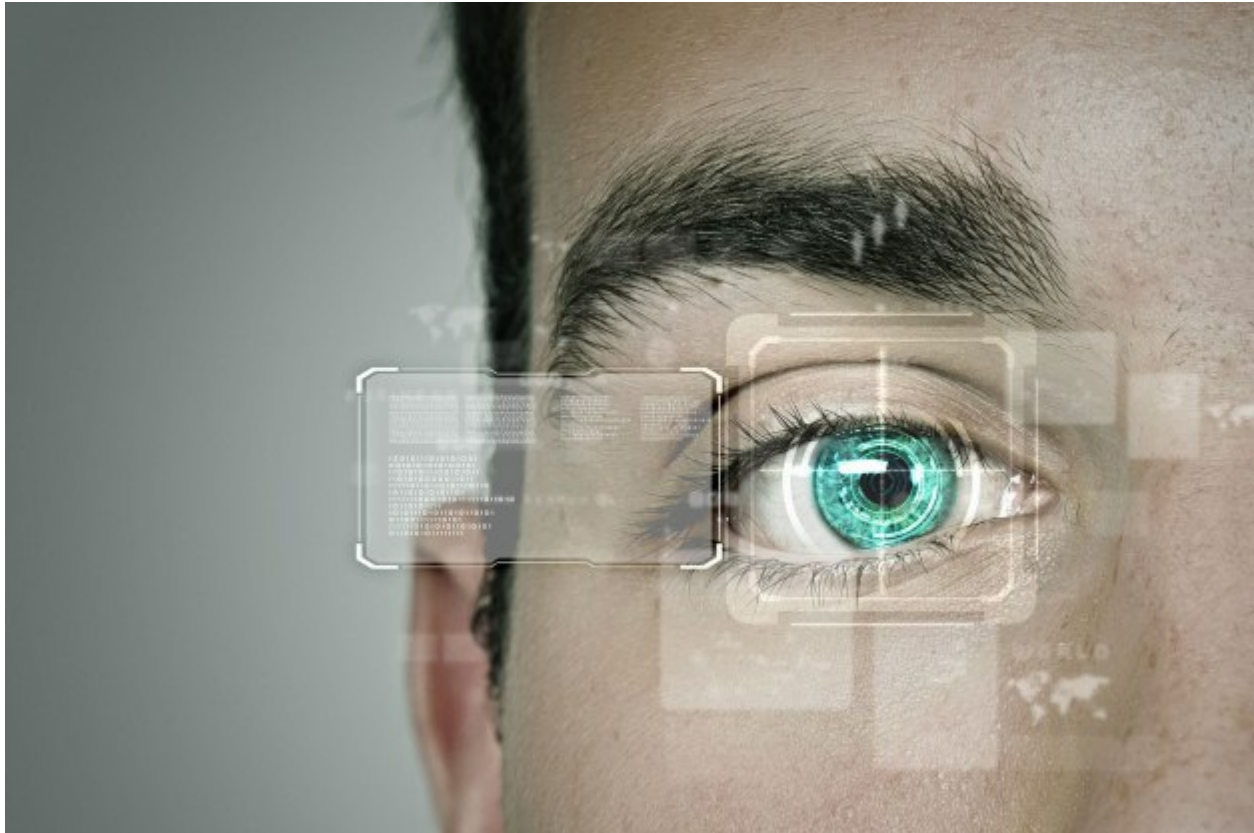


Image Source: letstalkpayments.com

There are many apps that have [facial recognition capabilities](#), but most facial recognition software isn't necessarily smart, or at least not as smart as Faception. The software uses a combination of tools to identify the traits of a person by simply looking at his or her face. The app could be used to pick the next Steve Jobs from a crowd, or simply point out those individuals in a busy airport terminal that might be carrying suicide bombs.

The app, recently detailed [by SnapMunk](#), uses computer vision and machine learning to analyze a face and offer more insight into someone's personality traits and intelligence.

The Israeli [startup](#) passed various tests with remarkable accuracy. The software correctly identified nine of the 11 attackers involved [in the recent hits on Paris](#), from an input sample containing images of people from various walks of life. Only three of the 11 people had a criminal record.

The software also searched a large database of images for 27 poker players, correctly identifying 25 of them. The app identified four of the seven players who made it to the final table of a poker tournament, and identified two out of the final three people in a competition that started with 50 participants.

Faception identified people in other groups with over 80% accuracy, including high IQ individuals, academic

researchers, MMA fighters, and white-collar offenders.

For each group of people, the company develops classifiers, a set of common facial features for that group. They find these common denominators by looking at images of people known to belong to a particular group and identifying recurring attributes. The software then looks for given attributes in pictures or videos to identify potential members of a certain group.

Tags:

[Faception](#), [Facial Recognition](#)

Via:

[Reddit](#)

Source:

[SnapMunk](#)

Company says facial features reveal terrorists and pedophiles 80% of the time

[bb boingboing.net/2016/05/25/company-says-facial-features-r.html](http://boingboing.net/2016/05/25/company-says-facial-features-r.html)

boingboing / Cory Doctorow / 6:06 am Wed May 25, 2016



Faception uses 15 secret classifiers of facial features to accuse subjects of terrorism and pedophilia, as well as predicting their poker abilities.

Faception claims they can do this because, in the words of CEO and Chief Scientist Shai Gilboa, "Our personality is determined by our DNA and reflected in our face. It's a kind of signal."

Gilboa says his company will "never" reveal its classifiers, but since they're only 80% accurate, they should be used as a starting point for security agencies wishing to determine whom to subject to kafkaesque investigation on the basis of the alleged link between DNA and personality.

He also says that an unidentified homeland security agency has bought his technology to help it hunt for terrorists.

No word on whether Gilboa can distinguish warts that reveal secret witches from regular ones.

Faception recently showed off its technology at a poker tournament organized by a start-up that shares investors with Faception. Gilboa said that Faception predicted before the tournament that four players out of the 50 amateurs would be the best. When the dust settled two of those four were among the event's three finalists. To make its prediction Faception analyzed photos of the 50 players against a Faception database of professional poker players.

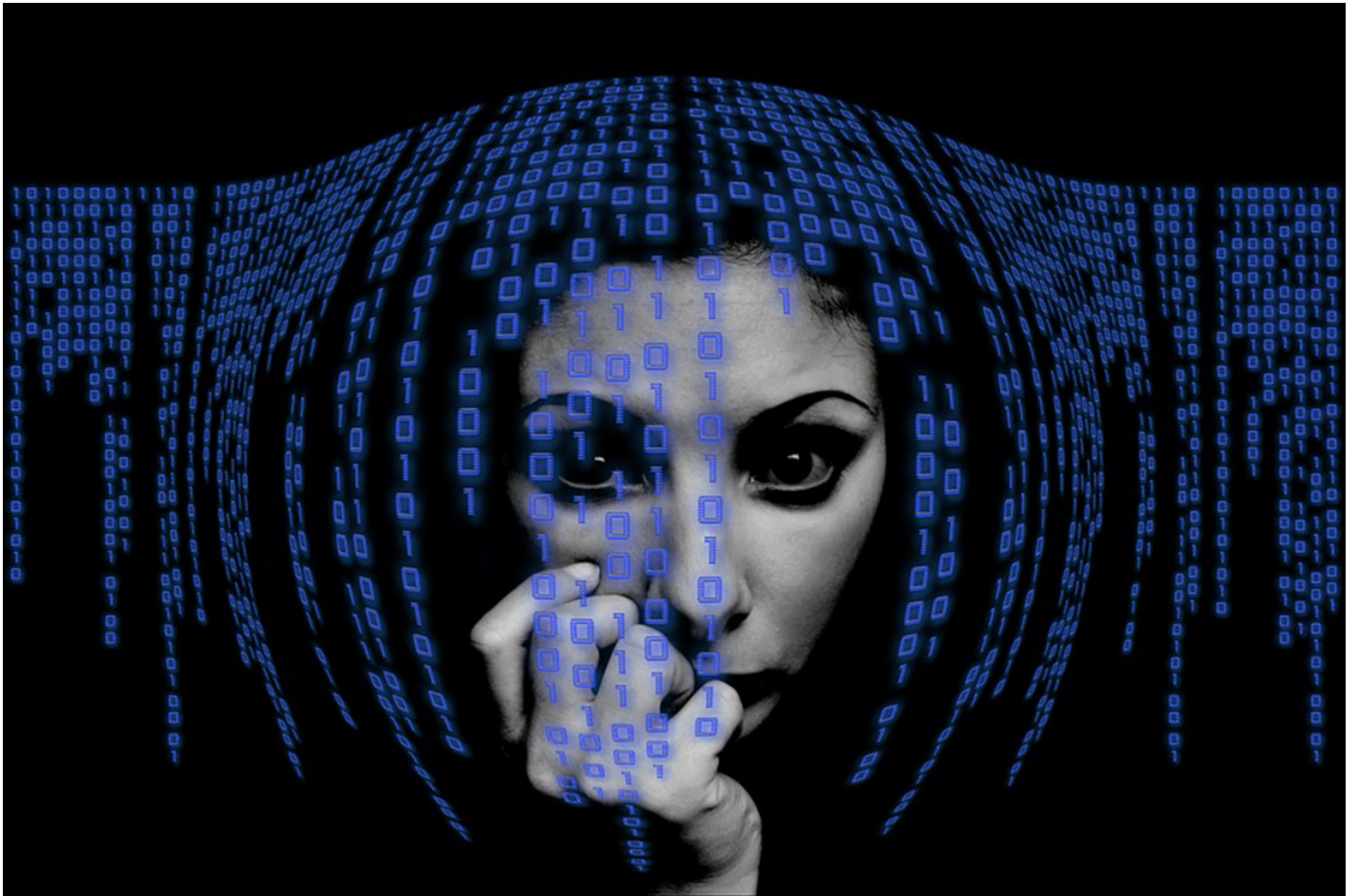
[Terrorist or pedophile? This start-up says it can out secrets by analyzing faces](#) [Matt McFarland/Washington Post]

(Image: [Anonymous at Scientology in Los Angeles](#), Vincent Diamante, CC-BY-SA)

Are you a terrorist, an academic, or a poker player? This startup says it can tell from your face

www.digitaltrends.com/cool-tech/faception-facial-recognition/
By Dyllan
Furness

May 25, 2016



Pixabay

Philip K. Dick's science fiction short story, "The Minority Report," foresaw a future in which prescient mutants can predict and prevent crimes, and help the Precrime division apprehend criminals before any crime is committed. Such a crime-free society may seem utopian, but Dick remained skeptical, contemplating eternal questions – What role does free will play in our decision making? What freedoms should we concede for security? And how precise must a prediction method be?

An Israeli startup may help us answer at least some of these questions with their [facial personality profiling software](#), which they claim can identify terrorists, academics, professional poker players, and pedophiles by facial features alone. Supported by computer vision and machine learning technology, [Faception has catalogued various classifiers](#) that their software uses to analyze character, behavior, and personality traits "with a high level of accuracy."

How accurate? [About 80 percent](#), according to the Washington Post.

Prior to a recent poker tournament sponsored by a startup affiliated with Faception, the profiling software analyzed photos of the tournament's 50 amateur players and compared them to the system's database of poker professionals. The software identified four players who would excel – two of whom made it to the final three.

Related: [FindFace is a new facial recognition app that could end public privacy](#)

Faception's theory of facial personality profiling is supported by two genetic research observations: DNA affects

personality, and DNA determines facial features. Linking these two observations lead the company to infer that personality can be identified in facial features since both are products of genetic expression.

The accuracy of this inference is yet to be determined but, as University of Washington computer science professor Pedro Domingo pointed out to the Washington Post, AI technology itself is idiosyncratic. Machine learning algorithms learn from the data they're given – and this data can cause them to learn things in error.

For example, when a computer system was told to differentiate between wolves and dogs, the system quickly perfected the task. Only after further inspection did the researchers realize the system wasn't identifying the animals – it was identifying the surroundings. Each wolf photo had snow in the background, while the dog photos did not.

Faception said they've already signed a contract with an undisclosed homeland security agency in an effort to recognize terrorists.

What secrets does your face tell?

www.mnn.com/green-tech/research-innovations/stories/what-secrets-does-your-face-tell



Don Knotts (Barney Fife) and Jim Nabors (Gomer Pyle) from 'The Andy Griffith Show' probably wouldn't be great poker players. (Photo: CBS Television/Wikimedia Commons)

What if there was a technology that could scan a person's face and, within seconds, tell you if that person was a great poker player or even a genius? What if you could take one look at a person's face and realize character traits that are undetectable to the human eye?

It seems like something out of a science-fiction movie. But tools from a new startup from Israel called [Faception](#) can do just that. Indeed, the company displayed its software at a recent poker tournament in which they were

able to predict some of the finalists. In addition to ferreting out great poker players, the technology can also be used to discover extroverts and geniuses in mere seconds.

Faception was founded by three friends from Israel: entrepreneur Shai Gilboa, an alumnus of the Technion Institute in Israel; Dr. Itzik Wilf from Tel Aviv University; and David Gavriel, a global lecturer on facial and body features.

“We understand the human much better than other humans understand each other,” Gilboa told the Washington Post. “Our personality is determined by our DNA and reflected in our face. It’s a kind of signal.”

What signals are you sending out?

Even outside the world of technology, the study of body language has become wildly popular in the past few years. Social psychologist [Amy Cuddy](#), a professor at Harvard Business School, has become a world-renowned expert on how “power posing” — standing in a posture of confidence, even when we don’t feel confident — can be beneficial to our success in life. Her TED Talk on the subject has been viewed more than 33 million times and ranks second among the most-viewed TED talks.

This week, she appeared on "Morning Joe" to talk about her New York Times bestselling book "Presence: Bringing Your Boldest Self to Your Biggest Challenges." In the clip below, she explains which poses can help spur self-confidence as well as how to determine if someone is lying.

New Faception Facial Recognition Software Claims to Find Terrorists, Pedophiles, and Poker Players in a Crowd

www.cardschat.com/news/new-faception-facial-recognition-software-find-poker-players-23317

Facial recognition technology is nothing new: casinos and law enforcement have long used it to weed out criminals and black-listed players by matching data-banked images with in-the-flesh humans. But now an Israeli start-up called Faception has developed technology that it claims is better at understanding our personalities than we are ourselves.

Faception recently reportedly signed a contract with “a homeland security agency” (if they mean in the US, we’re pretty sure there’s only the Department of Homeland Security, but then again, we don’t have top clearance, so who knows).

With this new technology, Faception claims it can detect 15 categories of personalities, including terrorists, bingo players, and yes, poker players. And apparently, it’s all pre-determined from our very DNA, so you can stop castigating bingo players, because they’re born that way.

According to the company’s chief executive, Shai Gilboa, our personalities are determined by our DNA and the key to unlocking these secrets is through our facial expressions.

Master of Tells?

Naturally, this statement won’t come as much of a surprise to live poker players, but Gilboa’s claim that his software is better at picking out personality traits than humans ever could might ruffle the feathers of poker-playing masters of this art, such as [Phil Hellmuth](#) and Daniel Negreanu.

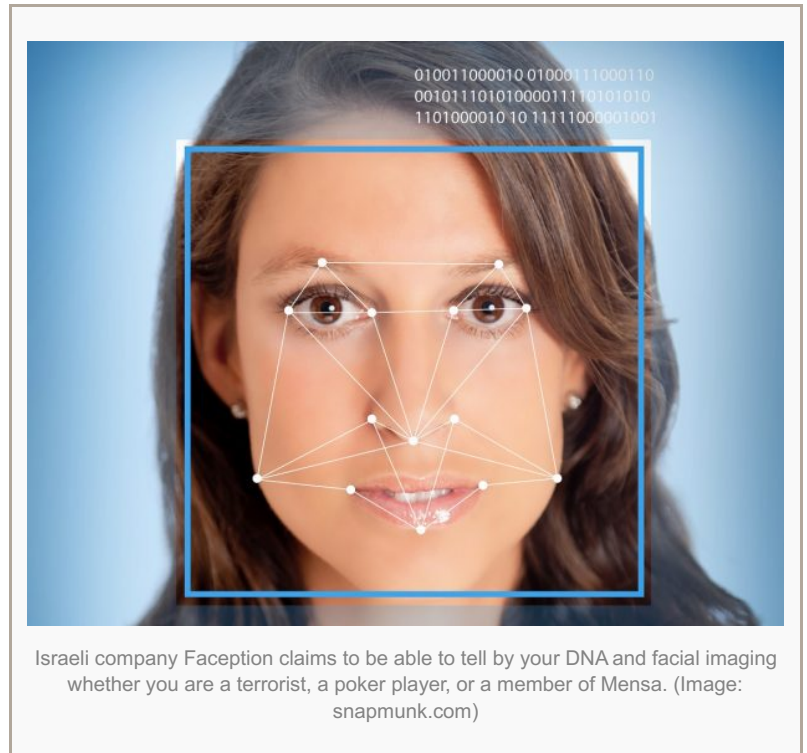
Hellmuth, of course, is a 14-time WSOP bracelet winner, so is entitled to some bragging rights in this arena. And with almost \$32.5 million in live tournament cashes, six WSOP bracelets, and a 2014 induction into the prestigious Poker Hall of Fame, Negreanu has nothing to apologize for in the tell-reading arena, either.

But Faception claims that its 15 built-in “classifiers” allow it to achieve 80 percent accuracy rates when picking out certain personality traits, a win rate that would be daunting at a poker table indeed.

Players Can’t Hide their Poker Faces

To prove the software’s reading abilities, Faception analyzed the faces of 50 amateur poker players before a tournament it had organized.

Using images of each participant and comparing their facial features to a database of professional poker players, the



software picked out four players it thought would be the best, based on how well they matched up to the pros. In the end, two of the four players made it to the final three, a result which was seen as a success by Gilboa.

However, as impressive as that result was, a number of issues have been raised by Professor Pedro Domingos of the University of Washington and Princeton University's Professor Alexander Todorov when it comes to the Facepion data.

For Domingos, the possibility of outdated information in the system's database could skew the results in the wrong direction. Additionally, he suggested that there are possible ethical issues with a piece of software that can potentially say someone has a murderer's personality.

According to Todorov, physiognomy (the assessment of a person's character through their outward appearance) is not only unreliable, but outdated.

"Just when we thought that physiognomy ended 100 years ago. Oh, well," said Todorov.

Regardless, the Facepion system appears to have some skills when it comes to picking out poker talent. Perhaps backers will want to check it out before selecting their next tournament horse.

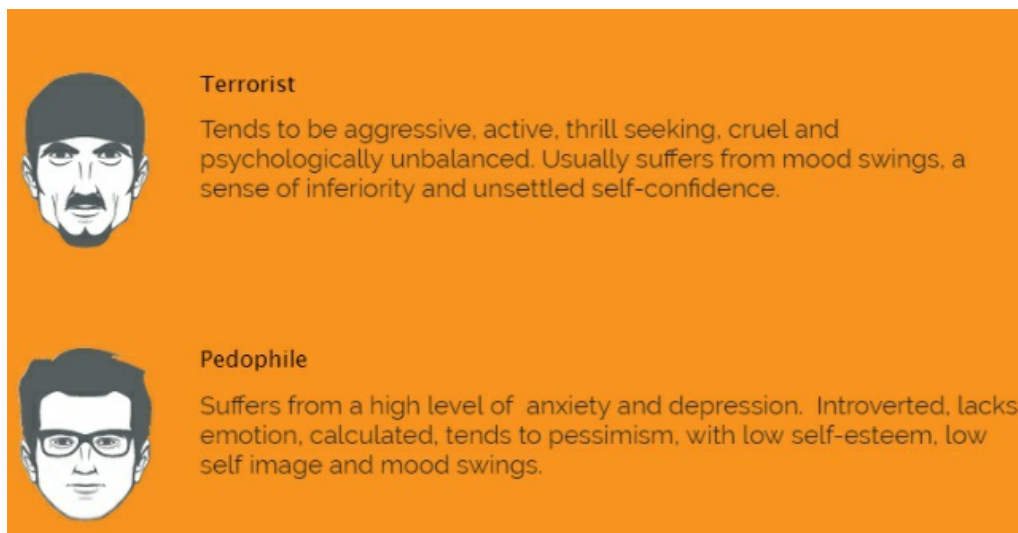
This Company Claims It Can Tell If You're a Terrorist Simply by Looking at Your Face

 theantimedia.org/company-spot-terrorist-face-software-dhs/

May 26, 2016 | Michaela Whitton

(**ANTIMEDIA**) Can you predict who is a murderer just by looking at their face? What about a pedophile? A software company now says it can, and it claims it is able to identify terrorists purely by their facial features. Turning the old idiom that “you can’t judge a book by its cover” on its head, the two-year-old company claims its artificial intelligence algorithms can look at a face and tell if it’s likely to be a terrorist, pedophile, and, wait for it... professional poker player.

The bold claims are made by Israeli start-up **Faception**, which boasts its breakthrough computer-vision and learning technology can analyze a person’s facial image and automatically develop a personality profile. Claiming its technology will enable security companies to detect and apprehend terrorists and criminals before they have the opportunity to do harm, the company has already signed a contract with the Department of Homeland Security, **according** to the *Washington Post*. *The Mirror* **reports** Faception’s technology correctly identified 9 of the 11 Jihadists involved in the Paris massacre with no prior information about their involvement.



“We understand the human much better than other humans understand each other,” **says** Faception chief executive Shai Gilboa. “Our personality is determined by our DNA and reflected in our face. It’s a kind of signal .”

Faception uses 15 **classifiers** that are undetectable to the human eye, including extrovert, genius, professional poker player, pedophile, and terrorist. The classifiers allegedly represent a certain persona with a unique personality type or collection of traits and behaviors. Algorithms then score the individual according to their fit to the classifiers.

The startup’s claims were validated at a poker tournament, where the technology correctly predicted that four players out of 50 amateurs would be the best.

That said, Gilboa **admitted** a worrying gap in accuracy in that the system is only correct 80% of the time. Roughly translated, this means **one in five people** could be incorrectly identified as a pedophile or terrorist.

Unsurprisingly, experts have pointed out ethical questions in using the tricky technology. Pedros Domingos, a professor of computer science at the University of Washington, **told** the *Washington Post* the evidence of accuracy in the judgments is extremely weak, while Princeton psychology professor, Alexander Todorov, observed Faception comes “*just when we thought that physiognomy ended 100 years ago.*”

The new technology raises concerns that relying on it will take us down a dark route that promotes dubious preconceptions of who and what constitutes a terrorist. If the creepy profiling really *is* accurate, however, perhaps the first places it should be rolled out are in the [corridors of power](#) and the [film industry](#).

This article ([This Company Claims It Can Tell If You're a Terrorist Simply by Looking at Your Face](#)) is free and open source. You have permission to republish this article under a [Creative Commons](#) license with attribution to [Michaela Whitton](#) and [theAntiMedia.org](#). [Anti-Media Radio](#) airs weeknights at 11pm Eastern/8pm Pacific. Image credit: [Jonathan McIntosh](#). If you spot a typo, email edits@theantimedia.org.

Faception: Startup claims it can detect terrorists, pedophiles by facial features

www.syracuse.com/tech/index.ssf/2016/05/terrorist_pedophile_facial_rec.html



(Thinkstock photo)

A start-up in Israel is developing technology it says can identify character traits just by looking at a person's face, but critics have questions about the ethics of such a program.

Faception says its technology can identify whether someone is a pedophile, terrorist, extrovert, genius or even a great poker player from just one look at a person's face, according to [The Washington Post](#).

CEO Shai Gilboa said the company's artificial intelligence system is capable of evaluating traits with 80 percent accuracy using [15 different classifiers](#). The [company says](#) it has already signed a contract with an unspecified homeland security agency.

"We understand the human much better than other humans understand each other," Gilboa said. "Our personality is determined by our DNA and reflected in our face. It's a kind of signal."

The company recently showed off the program at a poker tournament, where it predicted which four out of fifty amateur players would perform best. Two of those four ended up among the top three finalists. The system compared its own database of professional players to the photos of the 50 amateurs to make the prediction.

Experts, however, say the A.I. would have inherent limits and raise a number of ethical concerns.

"Can I predict that you're an ax murderer by looking at your face and therefore should I arrest you?" Pedro Domingos, a professor of computer science at the University of Washington, asked the Washington Post. "You can see how this would be controversial."

Alexander Todorov, a Princeton psychology professor, compared it to controversial and discredited practices like [physiognomy](#) and [phrenology](#), which attempt to identify characteristics about people based on outward appearance and measurements.

"The evidence that there is accuracy in these judgments is extremely weak," Todorov told the Post. "Just when we thought that physiognomy ended 100 years ago. Oh, well."

Part of the problem, the Post notes, is that the computer is "only as good as the examples it is trained on." If the data is out of date or too narrow, the results of the program will reflect that. The program could also be picking up on the wrong indicators.

Domingos used an example of a colleague training a computer to detect the difference between dogs and wolves. The system was highly accurate, but it was because it was detecting snow in the photos of wolves.

Gilboa explained that the technology would not be available to the general public. Instead, he envisions governments considering Faception's predictions along with information from other sources in order to do things like identify terrorists.

Faception's contract with the unnamed homeland security agency is worth \$750,000, according to [Popular Science](#). The company is also funded by a firm that funded [CreditKarma](#), the music app [Smule](#) and [Behance](#), which is now owned by Adobe.

Facial profiling: Israeli start-up says its tech can detect terrorists from just looking at a face

RT www.rt.com/viral/344261-israel-faception-terrorists-detection/



Israeli start-up Faception is claiming it can spot terrorists by simply analyzing their faces and says it is working with “a leading Homeland Security Agency” to identify potential threats.

The company, founded in 2014, uses “*computer vision and machine learning technology*” to profile people from just a facial image and says it can reveal a range of personality traits and types.

So far it has built 15 different classifiers, including extrovert, genius, academic researcher, professional poker players, bingo player, brand promoter, white collar offender, paedophile and terrorist. However [Faception](#) notes on its website that this is customizable and a relevant classifier could be built if the desired behaviour originates from a person’s DNA.

DNA is the key, according to company CEO Shai Gilboa. “Our personality is determined by our DNA and reflected in our face. It’s a kind of signal,” he told [The Washington Post](#).

The company also relies on ‘social and life science research’ to back up its considerable claim, [citing research](#) from Edinburgh University exploring the impact genetics has on personality traits by studying identical and non-identical twins

Homeland security and public safety are the primary focus of Faception, although the technology is also applicable to financial services, marketing and artificial intelligence.



A marketing pitch video explains that the technology goes beyond facial recognition and can predict terrorists. It references last year's Paris attacks as an example of how the technology can work.

"Only three of the 11 terrorists had a previous record, our technology classified nine of those as potential terrorists with no prior knowledge, that's why we're working with the leading Homeland Security Agency," the video claims.

It also noted its success at a poker tournament where two of the four players it predicted as the best out of 50 made it into the final. It compared the photos of the amateur players against a Faception database of professional poker players to get those results.



Gilboa told [The Washington Post](#) accuracy is about 80 percent, meaning one in five could be incorrectly classified

as a terrorist or paedophile.

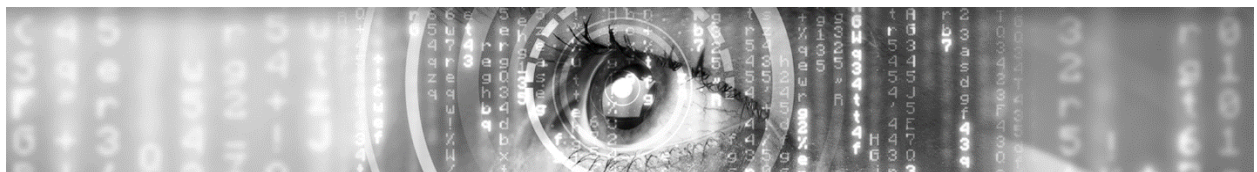
The practice has echoes of phrenology, a long debunked, 19th-century pseudoscience based on the theory that personality traits could be predicted by measurements of the skull and used to justify racism in its time.

Experts are also questioning the ethical implications of the practice and if it is merely pseudoscience computerized.


“The evidence that there is accuracy in these judgments is extremely weak,” Alexander Todorov, a Princeton psychology professor whose research includes facial perception told [The Washington Post](#). *“Just when we thought that physiognomy ended 100 years ago. Oh, well.”*



Technology & Science coverage

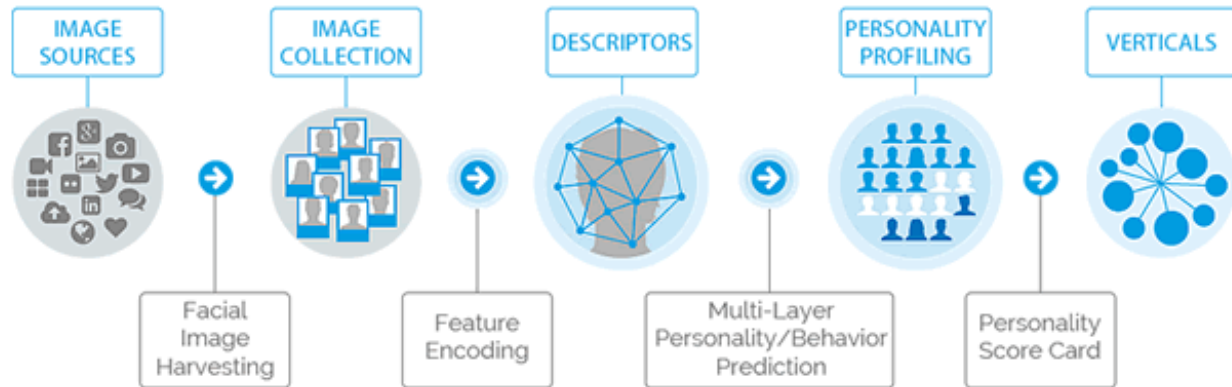


Faception can allegedly tell if you're a terrorist just by analyzing your face

 www.computerworld.com/article/3075339/security/faception-can-allegedly-tell-if-youre-a-terrorist-just-by-analyzing-your-face.html
Darlene Storm
May 25, 2016 8:56 AM
PT

An unnamed homeland security agency has signed a contract with a company that claims it can “reveal” your personality “with a high level of accuracy” just by analyzing your face, be that facial image captured via photo, live-streamed video, or stored in a database. It then sorts people into categories; with some labels as potentially dangerous such as terrorist or pedophile, it is disturbing that some experts believe the science behind it is antiquated, has previously been discredited, and the results are inaccurate.

Israeli start-up [Faception](#), a facial personality profiling company, [told](#) The Washington Post that “a homeland security agency” has signed a contract to use Faception to help spot terrorists. The “computer vision and machine learning technology” can even be integrated into other facial recognition tech “to provide a full spectrum solution that covers known and anonymous individuals.”



The Faception “process”

Faception

Faceception CEO Shai Gilboa added, “Our personality is determined by our DNA and reflected in our face. It’s a kind of signal.” On the company’s site, the “science” behind the technology that can supposedly predict a person’s behavior and personality was [described as](#):

- According to Social and Life Science research personalities are affected by genes.
- Our face is a reflection of our DNA.

People may judge other people by their faces, but the “science” of judging a book by its cover via face reading, or physiognomy, was basically “[discredited and rejected](#)” by the late 19th century. It’s one thing for a person to make a snap judgement based on appearance and another thing entirely to use Faception to “enrich your profile database with a variety of personality scores” and “turn unknown individuals into known ones.”

As Pedro Domingos, a professor of computer science at the University of Washington, pointed out to the Post, “Can I predict that you’re an ax murderer by looking at your face and therefore should I arrest you? You can see how this

would be controversial.”

Princeton psychology professor Alexander Todorov told the Post, “The evidence that there is accuracy in these judgments is extremely weak. Just when we thought that physiognomy ended 100 years ago.”

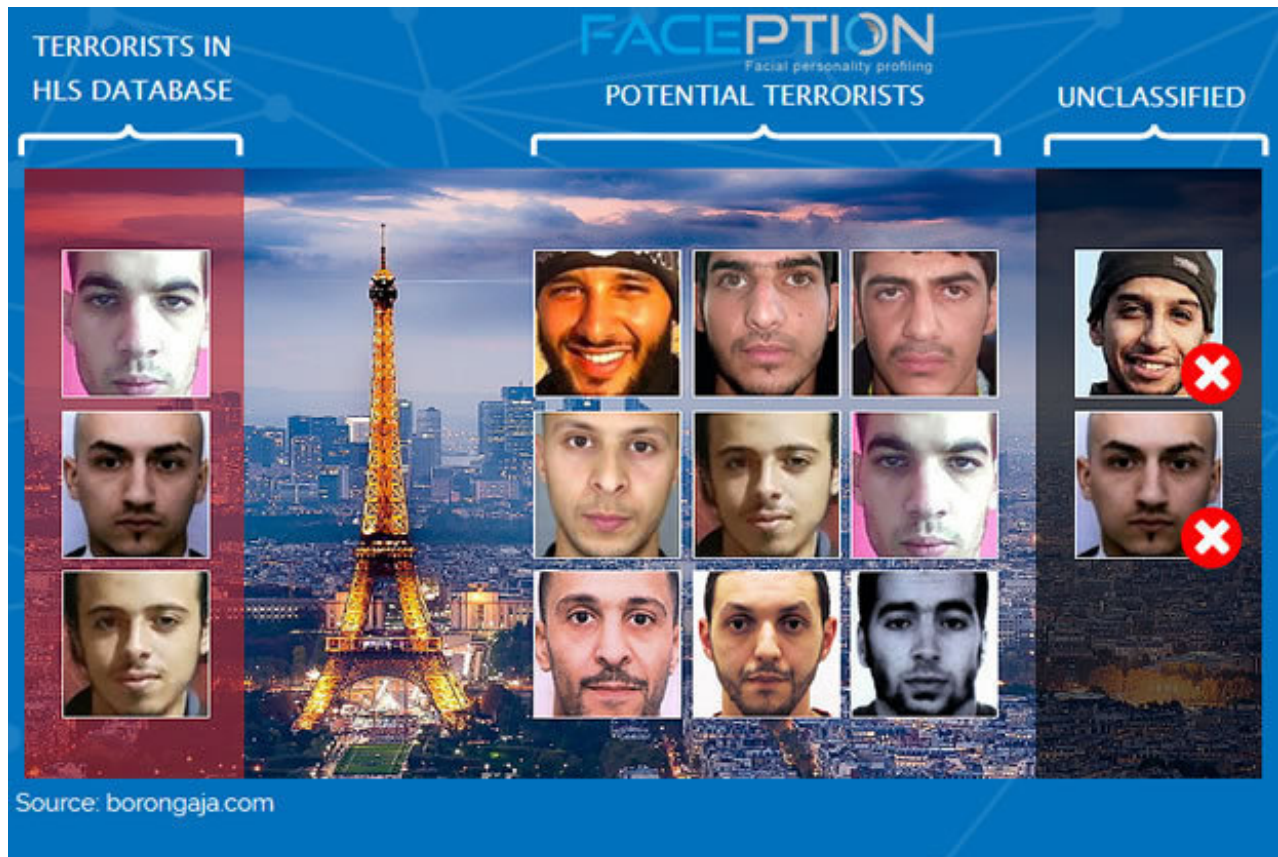
“Faception has built 15 different classifiers,” the Post reported, and allegedly can evaluate certain traits with an “80% accuracy.” Put another way, one in five people could incorrectly be classified as a terrorist or pedophile. Gilboa said the company “will never make his classifiers that predict negative traits available to the general public.”

[Eight classifiers](#) are listed on the Faception site: High Q, academic researcher, professional poker player, bingo player, brand promoter, white-collar offender, terrorist and pedophile. “The classifiers represent a certain persona, with a unique personality type, a collection of personality traits or behaviors.” Algorithms are used to sort people according to how they fit into those classifiers.

For example, the company classifies a “bingo player” as being “endowed with a high mental ceiling, high concentration, adventurousness, and strong analytical abilities. Tends to be creative, with a high originality and imagination, high conservation and sharp senses.”

“Thrill seeking” is mentioned in the “terrorist” classifier. Thrills come in all shapes and sizes, right? Pity the adrenaline-junkie soul incorrectly identified as a terrorist.

The company claims “success” stories such correctly identifying four poker players out of 50 competing in a tournament. In the end, two of the predicted four players were finalists. Faception [claims](#) that its technology classified nine of 11 Paris terrorists “with no prior knowledge” and only three of those terrorists had a previous record. That is allegedly why it is “working with the leading Homeland Security Agency,” according to its marketing video.



What Readers Like

While Faception is not quite the same, it reminded me of [Homeland Security's pre-crime screening](#) program dubbed FAST for Future Attribute Screening Technology ([pdf](#)); FAST has been likened to *Minority Report* as it was designed “to ‘sense’ and spot people who intend to commit a terrorist act.”

Like FAST, Faception [believes](#) it is “possible to know whether an individual is a potential terrorist, an aggressive person, or a criminal.”

Unlike Faception, FAST analyzes much more than the face. It reportedly analyzes facial expressions and uses trackers to measure pupils, position and gaze of eyes, but it also measures heart and respiration rates, analyzes body movement, body heat changes and pitch changes in voices.

EPIC (Electronic Privacy Information Center) has been [trying to get more information](#) from DHS about FAST since 2011. That same year at DefCon, researchers [suggested](#) FAST smelled like security snake oil and explained why it wouldn't work ([pdf](#)). Let's hope the unnamed homeland security agency which inked a [\\$750,000 contract](#) with Faception was not DHS.

China too has tinkered with [“pre-crime” to identify terrorists](#); China being China, one has to wonder if dissident is synonymous with terrorist. Its “Citizen Score” is already an [Orwellian nightmare](#).

Faception may not be meant for the general public, but “analyzing anonymous individuals who may impose a threat to public safety” could be wrapped into law enforcement as in “homeland security,” AI, [personal robots](#) as well as for [“public safety”](#) at buildings, shopping malls, stadiums and corporations, and used in retail, insurance, recruiting, finance, and even matchmaking.

Faception [lists](#) Sears and Manpower as a few of its clients, claiming it can also “predict online behavior” to find the “best paying users.”

“Faception” software claims it can spot terrorists, pedophiles, great poker players

nakedsecurity.sophos.com/2016/05/26/faception-software-claims-it-can-spot-terrorists-pedophiles-great-poker-players/

By Lisa

26 May

Vaas

2016



In April 2008, Sophos announced ground-breaking technology: the use of facial recognition to [identify and stop virus writers](#) even before they managed to write malware.

Sophos solicited readers' [images of facial obfuscation](#) with which to train the technology, because *well of COURSE it was a joke*, happy April Fool's Day!

What comes next, however, is not a joke. It is, in fact, enough to wipe that grin off our faces.

A “facial personality profiling” company has dragged the [Victorian affection](#) for [physiognomy](#) out of the mothballs and packaged it in an application called [Faception](#).

The Israeli startup says it can take one look at you and recognize facial traits undetectable to the human eye: traits that help to identify whether you've got the face of an expert poker player, a genius, an academic, a pedophile or a terrorist.

The startup sees great potential in machine learning to detect the bad guys, claiming that it's built 15 classifiers to evaluate certain traits with 80% accuracy.

Eighty percent? Is that really good enough to arrest somebody under suspicion of terrorism or pedophilia? As in, “Excuse me, you'd best come with us: your philtrum has a suspicious shape to it, and we're adverse to the symmetry of your lips.”

[The Washington Post](#) quotes Faception chief executive Shai Gilboa:

We understand the human much better than other humans understand each other. Our personality is determined by our DNA and reflected in our face. It's a kind of signal.

Gilboa, who told the newspaper that he's also the company's chief ethics officer, said that it would never make public the classifiers that supposedly predict negative traits.

But making it available to government agencies is apparently A-OK: Facepion has reportedly signed a contract with a homeland security agency in the US to help identify terrorists.

In fact, according to [The Mirror](#), the company claims its technology correctly identified 9 of the 11 Paris massacre jihadists as terrorists, without being given any information about their involvement.

The company also recently demonstrated its technology at a poker tournament. To predict who would wind up as finalists, it analyzed photos of 50 players, comparing them with a database of professional poker players.

Facepion placed its money, so to speak, on four players. Two of them wound up among the event's three finalists.

If you're wondering, well, maybe that database contained photos of some of the players at the tournament, making that prediction little more than a "Duh," you may be onto something.

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Pedro Domingos, a professor of computer science at the University of Washington and author of "The Master Algorithm," brought up an example of how using artificial intelligence systems to draw conclusions can be tricky. As he told *The Washington Post*, a colleague of his had trained a computer system to tell the difference between dogs and wolves.

It did great. It achieved nearly 100% accuracy. But as it turned out, the computer wasn't sussing out barely perceptible canine distinctions. It was just looking for snow. All of the wolf photos featured snow in the background, whereas none of the dog pictures did.

A system, in other words, might come to the right conclusions, for all the wrong reasons. Because of such limitations, Gilboa doesn't see Facepion used on its own to identify terrorists; rather, he imagines governments could take its findings into account along with other sources.

But the use of "facial profiling" is still troubling to some. How do you approach this subject without falling foul of [Godwin's Law](#)? The law holds that in any online discussion that goes on long enough, sooner or later, someone will compare someone or something to Hitler or Nazism.

Game over, conversation done, Hitler-bringer-upper declared the loser.

Well, here goes. Sorry, Mr. Godwin, but this isn't hyperbole: the Nazis really did like to talk about the use of physiognomic features to determine one's Jewishness or lack thereof.

Beyond the Third Reich, there are reasons why profiling should send shivers up our spines. Physiognomy has long been dismissed as a pseudoscience, along with its sibling pseudoscience of phrenology: the notion that you can determine personality, and perhaps morality, from the morphology of somebody's skull.

You can see why it was so popular back in its heyday, during the first half of the 19th century, when parlors popped up with automated phrenology machines for self-diagnosis (in case you couldn't figure out on your own if you were a nice guy or a mass murderer).

Such an appealing notion, that you can figure out somebody's personality and morality from mapping out itty bitty "brain organs" on, in and around the skull, or that we can detect "cunning, deceit, evasion, worldly wisdom, lying, trickery, guile, and sensuality," all of this being "characteristics of the Evil One," because of a [fleshy eyelid](#).

The Washington Post quoted Alexander Todorov, a Princeton psychology professor whose research includes facial perception, on the dubiousness of Faception's physiognomy claims:

The evidence that there is accuracy in these judgments is extremely weak. Just when we thought that physiognomy ended 100 years ago. Oh, well.

Make no mistake about it: [facial recognition](#) is real.

It's real enough to be used to [strip porn stars of anonymity](#).

It's real enough that Microsoft's been training [facial recognition apps to recognize our emotions](#).

But determining whether somebody's a terrorist by facial traits?

We can only hope that most, if not all, government agencies don't buy into this dubious form of profiling. It sounds like a dangerous slope to me, but please do share your own thoughts about it below.

“Faception” A.I. Claims to Detect Terrorists and Pedophiles Based on Their Facial Personality

 thescienceexplorer.com/technology/faception-ai-claims-detect-terrorists-and-pedophiles-based-their-facial-personality

The company has already signed a contract with a homeland security agency.

A tech startup in Israel, [Faception](#), claims that its artificial intelligence (AI) algorithms can look at a person's face and pinpoint the personality traits that are impossible to see with the naked eye — in fact, it claims it can tell which people are most likely to be terrorists, pedophiles, poker players, or white-collar criminals.

The company was founded in 2014, and the research team includes experts in computer vision, face analysis, machine learning, psychology, and technology.

“We understand the human much better than other humans understand each other,” Faception chief executive and chief ethics officer, Shai Gilboa, [told Matt McFarland at the Washington Post](#). “Our personality is determined by our DNA and reflected in our face. It’s a kind of signal.”

SEE ALSO: [New FindFace App Allows Users to Snap Photos of Strangers and Trace Their Identities](#)

Faception has built 15 different classifiers, which “represent a certain persona, with a unique personality type, a collection of personality traits or behaviors,” the creators write on [the Faception website](#). “Our algorithms can score an individual according to their fit to these classifiers.”

Gilboa says that the algorithm works with 80 percent accuracy. While the number sounds high, it still means that 1 in 5 people could be incorrectly flagged down as a terrorist or pedophile.

“Can I predict that you’re an ax murderer by looking at your face and therefore should I arrest you?” Pedro Domingos, a professor of computer science at the University of Washington told the WP. “You can see how this would be controversial.”

The [theory behind the technology](#) is broken down into two points on the site. The first is that, according to Social and Life Science research, our personalities are affected by our genes, and second, that our face is a reflection of our DNA.

DON'T MISS: [Researchers Build Software That’s More Accurate at Detecting Lies than Humans](#)

However, the science supporting these claims is [shaky at best](#) — while DNA certainly plays a role in physical appearance and personality, it’s a stretch to say personality can be determined from appearance.

Plus, there’s a fundamental problem with the entire concept behind Faception. Since the algorithm is based on image analysis, it can only do its job based on the examples it has been trained on. Therefore, if the data sample is narrow or outdated, the results will be skewed.

“The evidence that there is accuracy in these judgments is extremely weak,” Alexander Todorov, a Princeton psychology professor whose research includes facial perception, told MacFarland. “Just when we thought that physiognomy ended 100 years ago. Oh, well.”

Faception recently showcased its technology at a poker tournament, using its facial analysis technology to screen which four of the 50 poker players would be the best. Faception analyzed the photos of the 50 players by comparing them to a database of professional poker players, and by the end of the competition, two of the four poker players it picked out were among the event's three finalists.

Despite the glaring concerns over the technology's reliability, Faception says it has already secured a \$750,000 contract with a "leading" homeland security agency to help identify terrorists.

However, the company's chief ethics officer says that the classifiers that predict negative traits will never be made available to the general public.

For further information about Faception, check out their video below:

You might also like: [7 Science-Backed Tips to Tell if Someone is Lying to You](#)

Controversial software claims to tell personality from your face

www.newscientist.com/article/2090656-controversial-software-claims-to-tell-personality-from-your-face/



Terrorists and bingo players watch out

Lioba Schneider/plainpicture

By Sally Adee

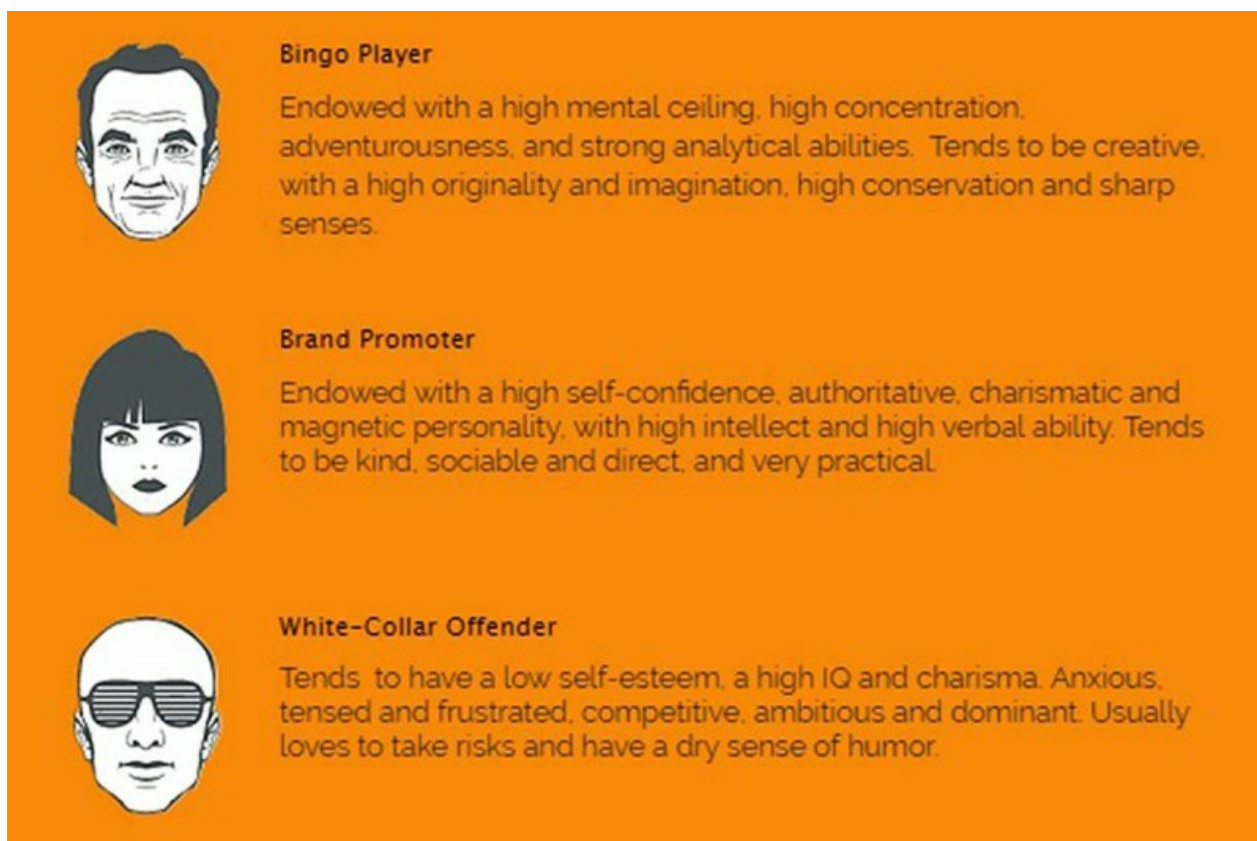
Can software identify complex personality traits simply by analysing your face? [Faception](#), a start-up based in Tel Aviv, Israel, courted controversy this week when it claimed its tech does just that. And not just broad categories such as introvert or extrovert: Faception claims it can spot terrorists, paedophiles – and brand promoters.

Faception's algorithm [scours images of a person from a variety of sources](#), including uploaded photos, live-streamed video and mugshots in a database. It then encodes facial features, including width and height ratio, and key points – for example, the corners of the eyes or mouth.

So far, so uncontroversial. "Using automated feature extraction is standard for face recognition and emotion recognition," says Raia Hadsell, a machine vision engineer at Google DeepMind.

The controversial part is what happens next. Faception maps these features onto [a set of 15 proprietary "classifiers" that it has developed over the past three years](#). Its categories include terrorist, paedophile, white-collar criminal, poker player, bingo player and academic (see image below).

..



Do you see yourself here?

<http://www.faception.com/>

To come up with these custom archetypes, Itzik Wilf, Faception's chief technology officer, says they trained the system on the common facial features of thousands of images of known examples. The software only looks at facial features, he says, and ignores things like hairstyle and jewellery.

Wilf says this has led to notable successes. When presented with the [pictures of the 11 people behind the 2016 Paris attacks](#), the algorithm was able to classify 9 of them as terrorists. Similarly, it spotted 25 out of the 27 poker players in an image database.

The Faception site also lists more prosaic uses for its tech, including marketing, insurance underwriting and recruiting. "HR could use it to identify suitable candidates," says Wilf.

"Faception has been working on its classifiers for more than three years now with the best team in the world to get where we are today," says co-founder Gilad Bechar, who is now at Moburst, a marketing company in New York, but remains on the Faception board. Overall, the algorithm can class people into Faception's categories with around 80 per cent confidence, Wilf says.

Many [machine vision](#) researchers are crying foul, however.

Arab descent?

"A classifier that tries to flag every single person of Arab descent could identify 9 out of the 11 Paris attackers at the cost of falsely flagging 370 million out of the 450 million Arabs in the world," says Emin Gün Sirer at Cornell University in Ithaca, New York. "Such a classifier is completely useless."

Jay Turcot, director of applied AI at emotion recognition firm Affectiva also has strong reservations. "I want to ask immediately what it says about a population that is around the same age, gender, facial hair as the Paris attackers," he says. "How many false positives will their algorithm get? What does the test set look like?"

Wilf says that for each of their classifiers, the training sets of images run into thousands. But for behaviours as rare as terrorism or paedophilia, this will still lead to a number of false positives.

Wilf acknowledges the problem. “There are always accuracy issues with machine learning algorithms,” he says. For that reason, he says the algorithm won’t be deployed on its own and will always defer to human judgement.

However, what that would mean in practice is unclear. The algorithm apparently performs more accurately than humans do. In the past few years, physiognomy – the notion that [a person’s character can be assessed from their appearance](#) – has enjoyed a mild comeback after long being relegated to pseudoscience.

For example, differences in testosterone in men, broadly reflected in certain facial features, might lead to differences in moral decision making. But even the more recent results have been quite broad. It’s a big step from “utilitarian decision maker” to “terrorist”. What’s more, it’s not very accurate. At best, this kind of research has demonstrated “slight accuracy”, says David Perrett, who studies facial cues at the University of St. Andrews in Fife, UK. Humans can only infer personality from facial traits at a rate slightly better than chance, he says.

Shadow profiles

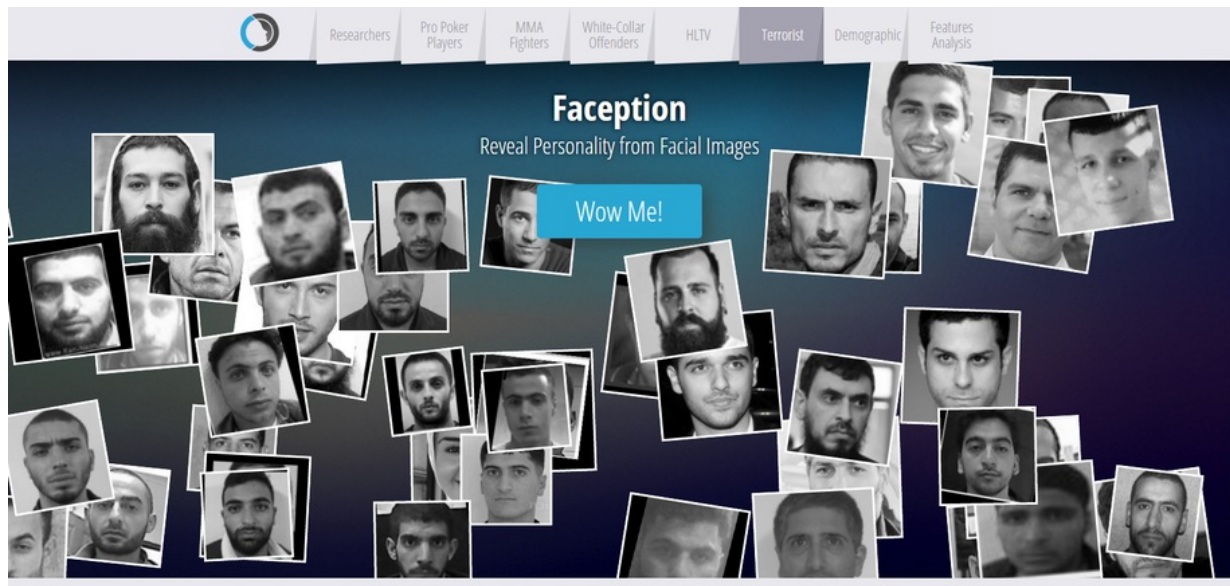
Face recognition technology has been at the centre of many ethics debates in recent years. Facebook was criticised for [creating “shadow profiles” of people who did not have accounts of their own](#) but appeared in images uploaded by people who did. Most recently, there was an outcry over Russian app FindFace, which scraped identifying data from social network Vkontakte so that users could identify people they snapped on the street.

“We would never license our IP to someone who would use it for those kinds of purposes,” says Wilf. But Bechar says one of its clients is an unnamed security contractor outside of the US.

“This is a new idea,” says Wilf. “New ideas are often greeted with friction.”

New A.I. Analyzes Facial Structure To See Who's A Terrorist

www.popsoci.com/start-up-is-selling-ai-that-claims-to-identify-terrorists-based-on-their-face



Faception

Faception thinks it can identify potential terrorists just by their faces.

As humans, we're taught at an early age to not judge people by the way they look. And that's for a good reason—people's natures aren't defined by their physical appearance.

Faception, a startup [backed by legitimate venture capitalists](#), thinks you *can* judge a book by its cover. They claim their artificial intelligence algorithms can look at faces and tell which ones are likely to be terrorists, professional poker players, pedophiles, or (worst of all) brand promoters, as reported by [The Washington Post](#).

Despite being comparable to the long-debunked practice of phrenology, which discerned mental capability by measuring the exterior of the heads, Faception claims to have mastered a "facial personality profiling technology, at scale and in real-time," according to CEO Shai Gilboa, who presented the software at a venture capital demo. Gilboa is also Faception's Chief Ethics Officer.

The "science" behind this claim is neatly broken down into two points on [Faception's website](#):

1. *According to Social and Life Science research personalities are affected by genes.*
2. *Our face is a reflection of our DNA.*

Yes, DNA plays a role in both your physical appearance and personality. But any research suggesting that personality can be deduced from appearance is [tenuous](#) at best.



Faception works across a number of "verticals."


We don't even know what most of the human genome does. We don't know if the genes that control physical appearance are even remotely near, or affected by, those that influence behavior. As per the Human Genome Project:

Having the essentially complete sequence of the human genome is similar to having all the pages of a manual needed to make the human body. The challenge to researchers and scientists now is to determine how to read the contents of all these pages and then understand how the parts work together and to discover the genetic basis for health and the pathology of human disease.

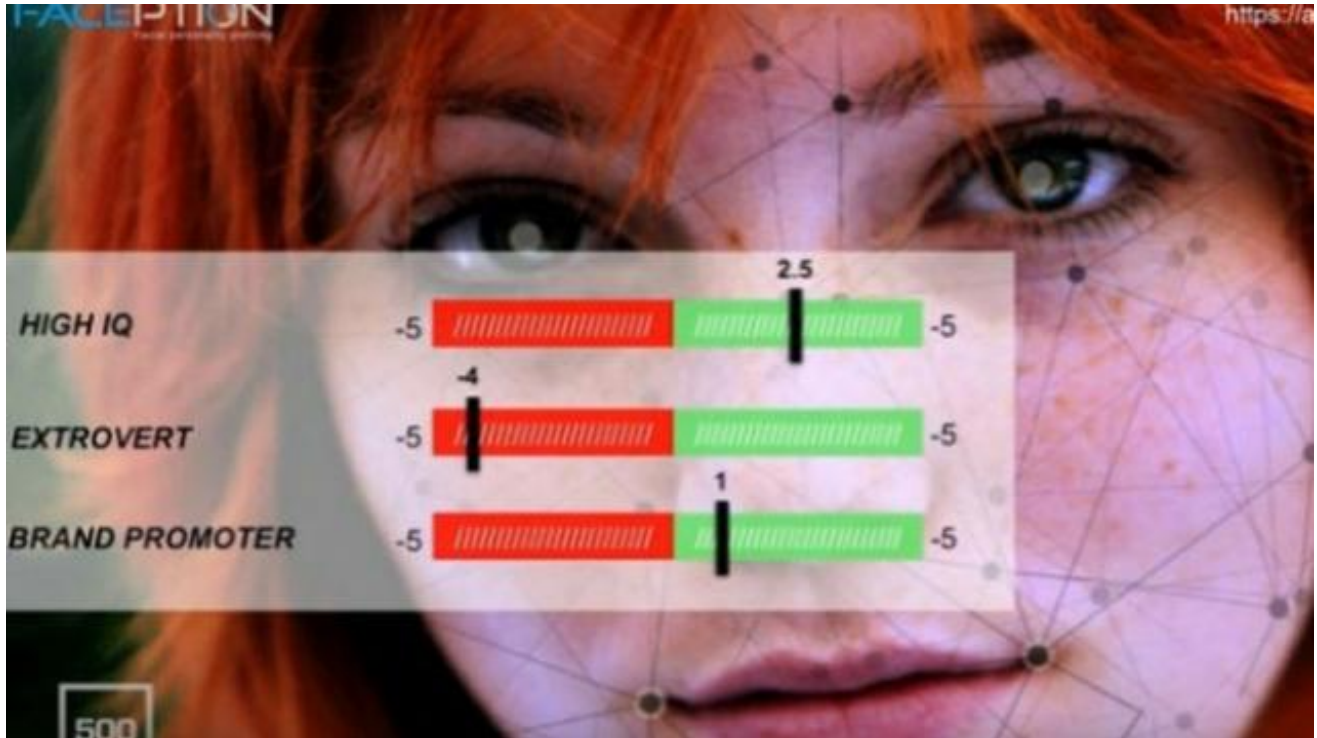
In addition to this gaping hole in Faception's logic, Gilboa told WaPo that their A.I. system has an accuracy of 80 percent, meaning one of five people classified as a terrorist or pedophile by the system will be incorrectly tagged.

Despite this, Faception claims to have signed a \$750,000 contract with "a homeland security agency." It's also funded by the same firm that funded CreditKarma, music app Smule, and Behance (which has been since acquired by Adobe).

Faception uses facial recognition technology to identify terrorists

 tech.firstpost.com/news-analysis/faception-uses-facial-recognition-technology-to-identify-terrorists-317998.html
By tech2 News
Staff

#Faception



Faception is an Israeli startup based in Tel Aviv that is developing technology that uses facial recognition to identify terrorists. The technology does not identify faces and compare them against known database to search for matches. Instead, the machines can extract information of an individual's personality, by analysing the face. Faces are tagged under different personality profiles, and each is known as a classifier. By just looking at a face, Faception can identify if the individual has high IQ, is an academic researcher, a professional poker player or a terrorist.

The technology can be used for safety reasons in public and private spaces. The technology can be used in office complexes, apartments, stadiums, shopping malls and at international borders. There is also a scalable suspicious activity detector. The technology can be integrated in third party products or technologies. Faception offers real time profiling as well. Other applications of the technology include increasing machine understanding of human personality, by incorporating the technology into robots. Faception can identify specific personality traits as well, if the individual is an introvert, if they are compassionate, or if they are antagonistic. It can also be used during the recruiting process, to convert unknown people to known people.

Faception is different from current facial recognition technology because it compares the faces and presents a degree of match to identified personality traits. Current facial recognition technology compares the face to known faces. There is no need for a database of photos to compare the matches with. Faception works on totally anonymous people, and in crowded areas. One of the more fun applications of the technology, is comparing the players in a poker table. Faception can monitor how calm, collected and patient the players are, then predict the winner for the game.

Tags: [Faception](#), [Facial recognition](#), [Israel](#), [startup](#), [terrorist](#)



International Coverage



Can you spot a terrorist just by looking at their face? New software can tell if you are anything from a paedophile to an ace poker player by analysing your features

www.dailymail.co.uk/news/article-3606811/Can-spot-terrorist-just-looking-face-Israeli-company-claims-predict-paedophiles-gen

- Faception says its technology can spot character traits in a person's face
- Firm claims it classified nine of the [Paris massacre](#) jihadists as terrorists
- Says it can also predict which poker players will do best in a tournament
- Firm is working with a homeland security agency to help identify criminals

By [Simon Tomlinson for MailOnline](#)

Published: 14:36 GMT, 24 May 2016 | Updated: 16:38 GMT, 24 May 2016

A company claims it can identify terrorists, paedophiles and ace poker players simply by looking at their face.

Faception, an [Israeli](#) start-up, says its technology can spot character traits that are undetectable to the naked eye.

The company claims its software classified nine of the 11 [Paris massacre](#) jihadists as terrorists from their facial features without inputting any prior knowledge of their involvement.

It appears to have been so successful, the firm says it is now working with a homeland security agency to help identify criminals.



A company claims it can identify terrorists, paedophiles and ace poker players simply by looking at their face



Faception, an Israeli start-up firm, claims its software classified nine of the jihadists behind the Paris attacks as terrorists from their facial features without inputting any prior knowledge of their involvement

Firm claims it can predict character traits from one look

Shai Gilboa, Faception chief executive, said: 'We understand the human much better than other humans understand each other.'

'Our personality is determined by our DNA and reflected in our face. It's a kind of signal.'

The firm, which was founded in Tel Aviv in 2014, has developed a database of 15 classifiers which Gilboa says are used to determine personality traits with 80 per cent accuracy.

Faception showed off the technology at an amateur poker tournament where it predicted which four competitors would be the best by comparing their pictures with a database of professional players.

At the end, two of those four ended up among the event's three finalists, it was reported by [The Washington Post](#).



Faception showed off the technology at an amateur poker tournament where it predicted which four players would be the best by comparing their pictures with a database of professional competitors. At the end, two of those four ended up among the event's three finalists

The Faception website says: 'Utilising advanced machine-learning techniques, we developed and continue to evolve an array of classifiers.'

'These classifiers represent a certain persona, with a unique personality type, a collection of personality traits or behaviours.'

'Our algorithms can score an individual according to their fit to these classifiers.'

However, experts questioned whether the technology could lead to a Minority Report-style system of justice where people are placed under suspicion before they have even committed an offence.

They also warn that such software is often only as accurate as the information that is programmed in in the first place.

Pedro Domingos, a professor of computer science at the University of Washington, said: 'Can I predict that you're an axe murderer by looking at your face and therefore should I arrest you?'

'You can see how this would be controversial.'

Gilboa says the company will never make his classifiers that predict negative traits available to the public.

Read more:

- [Terrorist or pedophile? This start-up says it can out secrets by analyzing faces - The Washington Post](#)

Do you have the face of a killer? Faception software claims to be able to spot terrorists by analysing their faces

 www.mirror.co.uk/tech/you-face-killer-new-software-8045646

By Sophie

Curtis

14:49, 25 May

2016



Faception, a software company from Israel, claims to be able to identify terrorists based purely on their facial features.

The company's computer vision and machine learning technology uses 15 classifiers to analyse details of the subject's face that are supposedly undetectable to the naked eye.

This information is then used to determine the subject's personality traits with 80% accuracy, the company claims.

"We understand the human much better than other humans understand each other," Faception chief executive Shai Gilboa told *The Washington Post*.

"Our personality is determined by our DNA and reflected in our face. It's a kind of signal."

Faception claims its technology correctly identified nine of the 11 Paris massacre jihadists as terrorists, without being given any information about their involvement.



The technology can be used to identify not only terrorists but also extroverts, paedophiles, geniuses, ace poker players and white collar-criminals, according to Faception.

The company attempted to justify its extraordinary claims at an poker tournament, where it predicted which four players of the 50 amateurs would be the best.

The "winners" were chosen by comparing their pictures with a database of professional players. Of the four it selected, two were among the event's three finalists.

Some experts have warned that the technology could lead to a Minority Report-style system of justice, whereby people are placed under suspicion before they have even committed an offence.

"Can I predict that you're an ax murderer by looking at your face and therefore should I arrest you?" said Pedro Domingos, a professor of computer science at the University of Washington.

"You can see how this would be controversial."



However, Faception appears to have convinced the US Department of Homeland Security, which is reportedly already using the technology to identify criminals.

The news follows the launch of a terrifyingly powerful facial recognition app called FindFace, which claims to be able to correctly guessing a person's identity with a 70% rate of accuracy.

The app, has already been [used to expose Russian sex workers](#), and [could "revolutionise" dating](#), according to the company's founder, by allowing users to hunt down the social media profiles of people they pass in the street.

"If you see someone you like, you can photograph them, find their identity, and then send them a friend request," Alexander Kabakov, co-founder of FindFace, told [The Guardian](#) .

"It also looks for similar people. So you could just upload a photo of a movie star you like, or your ex, and then find 10 girls who look similar to her and send them messages."

Faception, l'app che studia i tratti somatici e ragiona come Lombroso

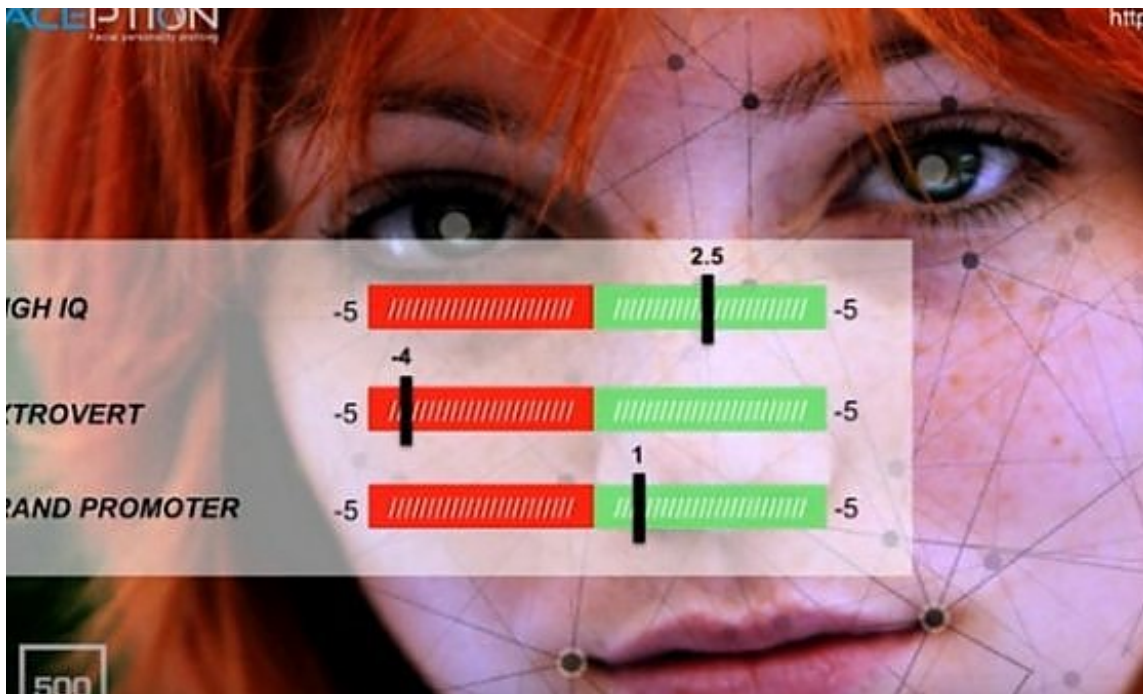
www.repubblica.it/tecnologia/2016/06/02/news/faception_l_app_che_studia_i_tratti_somatici_e_ragiona_come_lombroso-1410097
di MARTINA
NASSO



L'applicazione, creata da una startup israeliana, vorrebbe determinare la personalità delle persone tramite l'analisi dei tratti del viso. Polemiche in arrivo

SONO trascorsi più di cento anni dalla pubblicazione dell'*Uomo delinquente* di Cesare Lombroso. In uno dei quattro volumi l'antropologo aveva inserito un atlante fotografico nel quale proponeva di usare l'analisi dei tratti somatici per stabilire le caratteristiche proprie dei tipi criminali.

Gli antropologi nel corso del '900 hanno dimostrato che le tesi lombrosiane sono prive di qualsiasi fondamento scientifico. Oggi, nel 2016, **Faception**, un'applicazione realizzata da un'azienda di Tel Aviv le rispolvera. Non usa un atlante fotografico per analizzare i volti, ma la computer vision e l'intelligenza computazionale. La startup ha creato un database di quindici classificatori, set di caratteristiche facciali comuni a una determinata tipologia di individui. I dati raccolti, elaborati tramite complessi algoritmi, sono utilizzati per associare a determinati caratteri del viso della persona fotografata, informazioni sulla sua personalità.



L'azienda di Tel Aviv ha già firmato un contratto con un'agenzia di sicurezza nazionale per aiutarla a "identificare" i terroristi. I fondatori hanno dichiarato che nei recenti test portati a compimento, Faception è riuscita a riconoscere nove degli undici attentatori della strage di Parigi del 13 novembre 2015, dei quali solo tre avevano precedenti penali. Il test è stato effettuato utilizzando numerose foto di persone con caratteristiche casuali. "Conosciamo gli essere umani, molto meglio di quanto loro si conoscano gli uni con gli altri - ha detto il cofondatore della startup **Shai Gilboa** - la personalità è determinata dal DNA che si riflette nei tratti del viso. È una sorta di segnale". Gli esperti del settore, però, nutrono molti dubbi, non solo di ordine tecnico, ma anche etico e morale.

Nel film di **Stephen Spielberg** "Minority Report" la polizia effettua arresti preventivi sulla base delle premonizioni di tre individui dotati di potere extrasensoriali. Con il sistema Faception la fiction potrebbe superare la realtà. In futuro potremmo essere arrestati perché il nostro viso corrisponde alle caratteristiche facciali comuni di un terrorista o di un pedofilo. Ma come accade al protagonista **Tom Cruise**, anche noi, potremmo essere vittime di una macchinazione o di un errore. Gilboa ha assicurato che non ha intenzione di rivelare al mondo quali siano i tratti negativi sulla base dei quali il sistema stabilisce il tipo criminale, ma il fatto stesso che questi criteri possano essere usati dalle agenzie di sicurezza non è rassicurante.



FACEPTION IS A FACIAL PERSONALITY PROFILING TECHNOLOGY COMPANY

Per ora la startup è stata testata solo in un torneo di poker. Prima dell'inizio del torneo la tecnologia aveva individuato quattro persone come migliori giocatori. Due di questi sono effettivamente arrivati tra i tre finalisti della competizione. L'analisi è stata fatta confrontando le foto dei cinquanta iscritti con un database di giocatori di poker professionisti. Casualità o scienza? Una domanda alla quale non è facile rispondere. Quello che è certo è che finché questa tecnologia si applica a un gioco, per quanto agonistico, i risultati possono al massimo demoralizzare qualcuno dei partecipanti. Se usato per motivi di sicurezza gli scenari si fanno ben più inquietanti.

Tags

Argomenti:

[computer vision](#)
[intelligenza computazionale](#)
[applicazione](#)
[Faception](#)
[sicurezza](#)
[terrorismo](#)
[tratti somatici](#)

Protagonisti:

[Shai Gilboa](#)
[Stephen Spielberg](#)
[tom cruise](#)

Détecter un terroriste éventuel selon sa photo? C'est possible !

 insider.pro/fr/article/87809/

1 Juin

Est-ce qu'un logiciel peut être capable de définir correctement le caractère de la personne scannant sa photo tout simplement ? Les chercheurs de la startup Faception ont récemment lancé la discussion autour de ce sujet en affirmant que c'est bien possible.

Les programmeurs du groupe Faception ont fait savoir qu'il ne s'agit pas de diviser les gens en catégories banales en les qualifiant d'introverti ou d'extraverti. Cet outil permettrait de dévoiler des terroristes, des pédophiles et d'autres personnes qui représentent une menace pour la société.

L'algorithme élaboré par Faception analyse les images d'une personne obtenues de sources différentes - cela peut être des photos ou des vidéos où on peut voir la personne en question. Le logiciel définit par la suite des paramètres du visage, dont le rapport entre la largeur et la hauteur des traits du visage entre autres. D'autres paramètres, comme la position des coins des yeux ou de la bouche par exemple, sont également pris en compte.

On pourrait dire que tout cela est une démarche standard, plusieurs logiciels de reconnaissance faciale existent déjà.

« L'usage de «l'extraction» automatique est une procédure très typique censée reconnaître les visages et les émotions », a expliqué Raia Hadsell, l'ingénieur du groupe Faception.

Pourtant, ce que le nouveau logiciel sait faire provoque des réactions très controversées dans le monde de la science et de la technologie.

L'outil classe les visages analysés dans une des 15 catégories élaborées comportant des terroristes, des pédophiles, des fraudeurs, des joueurs de poker, des joueurs de loterie ou encore des académiciens.

Selon le directeur des technologies du groupe Faception, Itzik Wilf, le système a analysé les visages de milliers de personnes connues pour leurs abus dans des domaines différents afin de découvrir certaines lois. A présent le programme peut donc classer de nouveaux visages dans les catégories élaborées.

Apparemment, ce sont les gènes qui sont responsables de la nature malsaine des gens et qui reflètent cette nature via certains traits du visage. C'est ce principe qui est à la base du fonctionnement du programme en question.

Un autre détail intéressant - le logiciel ne fait attention qu'aux traits de visage en négligeant complètement la coiffure de la personne ou des accessoires qu'elle porte.

Itzik Wilf a fait savoir que parmi 11 personnes ayant participé à l'organisation des attentats à Paris, 9 personnes ont été classifiées comme terroristes par le programme en question.

En utilisant la même méthode, 25 des 27 personnes jouant au poker ont été reconnues comme telles par le logiciel de Faception.

Les ingénieurs du groupe estiment que le logiciel peut être utilisé non seulement par les forces de l'ordre, mais aussi par les entreprises afin de recruter du personnel, par exemple.

« Des RH peuvent utiliser ce logiciel afin de recruter des candidats appropriés », a expliqué M Wilf, en précisant que dans les 80% de cas le programme classe les gens correctement.

Pourtant, plusieurs spécialistes estiment que le jeu ne serait pas honnête. Ainsi, selon Jay Turcot, le scientifique de la compagnie Affectiva, ce programme a des défauts non-négligeables.

« Comment ce logiciel va-t-il classer les gens ayant le même âge, le même sexe, la même barbe que les terroristes ayant participé aux attentats à Paris ? Combien de fautes ce logiciel va-t-il commettre ? », se demande Jay Turcot.

Effectivement, le prix de l'erreur serait trop grand. Le temps que les services de renseignement ne prouvent pas qu'une personne est innocente, sa vie pourrait radicalement changer. Sans parler du fait que le vrai criminel présumé aurait du temps pour s'enfuir.

Itzik Wilf ne cache pas que l'exactitude de l'information donnée par l'ordinateur devra être vérifiée et confirmée par l'homme.

Gesichtserkennungssysteme gegen Terror

www.faz.net/aktuell/feuilleton/debatten/gesichtserkennungssysteme-gegen-terror-14255914.html

28.05.2016,



© Faception Neun der islamistischen Terroristen, die in Paris mordeten, will „Faception“ erkannt haben, in diesem Fall allerdings erst im Nachhinein.

An amerikanischen Flughäfen werden Gesichtserkennungssysteme installiert, um potentielle Terroristen und andere Kriminelle an der Einreise zu hindern. Reisende müssen ihr Gesicht frontal von einer Kamera fotografieren lassen. Eine Software vermisst verschiedene Punkte im Gesicht und gleicht die biometrischen Merkmale mit einer Datenbank ab. Diese Datenbank muss jedoch erst aufgebaut werden, um Vergleichswerte zu haben. Wer nicht aktenkundig ist, kann nicht als Terrorist identifiziert werden. Doch wie wäre es, könnte man einfach so sagen: Das ist ein Terrorist.

Die israelische Start-up-Firma Faception hat ein Verfahren entwickelt, das angeblich Charakterzüge identifiziert, die für das menschliche Auge nicht sichtbar sind. Mit Hilfe eines maschinell lernenden Algorithmus sollen mit Bildern aus Netzwerken, von Überwachungskameras und Live-Streams Gesichter erkannt und vermessen werden. Die Software markiert Abstände zwischen verschiedenen Punkten im Gesicht, „Deskriptoren“ genannt, und leitet daraus Persönlichkeitsmerkmale ab.

Küchenpsychologie plus Algorithmen

Das Ergebnis ist eine „Persönlichkeits-Score-Karte“, die jemanden als Genie, Pokerspieler, Pädophilen oder Terroristen ausweist. Bei den islamistischen Attentätern von Paris will Faception – im Nachhinein – auf eine Trefferquote von achtzig Prozent gekommen sein. Welche Merkmale einen Zocker oder Terroristen verraten, sagt das Unternehmen nicht. Es heißt nur: Faception sei „die erste marktreife Technologie mit einer eigener Computervision und machine learning für das Profiling von Menschen und die Enthüllung ihrer Persönlichkeit allein aufgrund ihres Gesichtsbilds“.

© Faception  So sieht die Methode von „Faception“ aus: Personenerkennung in fünf Schritten.

„Unsere Algorithmen können ein Individuum anhand der Klassifikatoren scoren“, heißt es bei Faception. Auf der Website werden neben groben Zeichnungen Charaktere stereotyp beschrieben. Der „professionelle Pokerspieler“, heißt es, sei mit „hohem Konzentrationsvermögen, Beharrlichkeit und Geduld ausgestattet“. Er sei

„zielorientiert, analytisch und von trockenem Humor“. Der Terrorist neige zu „aggressivem, grausamem Verhalten“ und habe Stimmungsschwankungen. Der Pädophile leide unter hohem Stressniveau und Depressionen. Er sei introvertiert und emotionslos. Die Zuschreibungen haben die Evidenz eines Horoskops, die Methodik ist haarsträubend: etwas Küchenpsychologie plus Algorithmen.

Mehr zum Thema

„Wir verstehen die Menschen besser, als Menschen sich gegenseitig verstehen“, sagt Faception-Chef Shai Gilboa. „Unsere Persönlichkeit“, dozierte er im „Wall Street Journal“, „ist von unserer DNA determiniert und spiegelt sich in unserem Gesicht. Es ist eine Art Signal.“ Die Rhetorik ist entlarvend. Gilboa vertritt einen kruden Biologismus, dem zufolge Persönlichkeitsmerkmale allein im Erbgut verankert sind. Die Vorstellung, dass man Charaktereigenschaften skalieren kann und dass die Persönlichkeit per „Profiling“ und „Verhaltensvorhersage“ zu ermitteln sei, zeigt, von welchem Menschenbild Faception ausgeht. Es offenbart sich ein Denken, das man für überwunden hielt. Im 18. Jahrhundert versuchte der Schweizer Pfarrer Johann Caspar Lavater Körpermerkmale zu deuten und Persönlichkeitsmerkmale in Gesichtern abzulesen: „Je moralisch besser, desto schöner. Je moralisch schlimmer, desto hässlicher.“ Die Physiognomik mündete in Abstrusitäten und bereitete den Nährboden für Rassenwahn und Eugenetik.

Und was passiert, wenn die Maschine einen unbescholtenen Bürger bei der Passkontrolle als Pädophilen ausweist? Kann man Widerspruch einlegen, bleibt die Bewertung erhalten? Was, wenn der Score nur knapp unterhalb einer Schwelle liegt? Ist man dann „ein bisschen“ Terrorist? Dass Faception mit dem Department of Homeland Security zusammenarbeitet, ist beunruhigend.

Neue App

Der TAG jetzt auch auf Android

Das neue Angebot für den klugen Überblick: Die wichtigsten Nachrichten und Kommentare der letzten 24 Stunden – aus der Redaktion der F.A.Z. – bereits über 100.000 mal heruntergeladen.

[Mehr erfahren](#)



Израильские разработчики создали программу, которая может идентифицировать террориста или педофила по снимкам.
Фотография Global Look Press.

Может ли программа выявить сложные черты личности, просто проанализировав лицо человека, например, на фотографии? Сотрудники [Faception](#), компании, основанной в Израиле, инициировали дискуссию вокруг этой темы, заявив, что их техника способна на это.

Более того, по их утверждению, технология позволяет не просто разделить людей по банальным категориям – интроверт, экстраверт. Она может обнаружить террористов, педофилов и других социально опасных людей.

Алгоритм Faception исследует изображения человека, полученные из разных источников, включая загруженные фотографии, видео и снимки из базы данных. Затем хитроумный Faception высчитывает численные параметры черт, включая соотношение ширины и высоты разных частей лица, отмечает для себя другие ключевые параметры. Например, как расположены уголки глаз и рта.

Но всё это, можно сказать, стандартная процедура. "Использование автоматизированной "экстракции" является обычной мерой для распознавания лица и эмоций", — поясняет Райя Хэдселл ([Raia Hadsell](#)), инженер машинного зрения в подразделении Google DeepMind.

А вот то, как дальше работает программа, вызывает нарекания у экспертов. Отмечается, что Faception затем классифицирует лица в 15 групп, которые израильские учёные разработали за последние три года. Категории включают в себя террориста, педофила, должностного преступника, игрока в покер, игрока в лотерею и академика.

По словам директора по технологиям Faception Ицика Вильфа ([Itzik Wilf](#)), для того чтобы придумать эти нестандартные архетипы, они тренировали систему на общих чертах лиц с тысяч изображений известных людей всех категорий.

Подчеркивается, что программное обеспечение обращает внимание только на черты лица и игнорирует такие особенности, как причёска или украшения.



Игрок в лотерею

Наделены высокой концентрацией авантюризма и сильными аналитическими способностями. Имеют склонность к творчеству с высокой степенью оригинальности и изобретательностью, к большой экономии и острым ощущениям.



Бренд-промоутер

Обладает большой уверенностью в себе, авторитетная, харизматичная и притягательная личность с высоким интеллектом и умением общаться с людьми. Как правило, такие люди добры, открыты и очень практичны.



Должностной преступник

Как правило, имеют низкую самооценку, высокий IQ и обладают харизмой. Конкурирующий, амбициозный и доминирующий. Обычно любит рисковать и имеет сдержанное чувство юмора.

Вильф добавляет, что это привело к заметным успехам в работе: при представлении программе фотографий 11 людей, стоящих за [терактами в Париже в 2016 году](#), алгоритм классифицировал девять из них как террористов. Аналогичным образом он вычислил 25 из 27 игроков в покер по базе данных изображений.

Сотрудники Faception также рассматривают и более прозаичное использование своей новой технологии — в маркетинге и рекрутинге, или подборе персонала. "Кадровые службы могут использовать эту технологию для поиска подходящих кандидатов", — говорит Вильф, отмечая, что алгоритм может классифицировать людей в те или иные категории примерно с 80-процентной точностью.

Но многие исследователи [машинного зрения](#) считают это нечестной игрой. Так, по мнению Джея Туркота ([Jay Turcot](#)) из компании Affectiva, технология имеет серьёзные недостатки. "Что такая программа скажет о людях, которые имеют тот же возраст, пол, волосы на лице, как и террористы в Париже? Как много ложных утверждений выдаст такой алгоритм?". И действительно, цена ошибки высока — пока спецслужбы разберутся в невиновности человека, его жизнь может радикально измениться. Не говоря уже о том, что может быть потеряно время, и настоящий преступник успеет скрыться.

В ответ на такую критику Вильф замечает, что всегда есть вопросы к точности работы таких алгоритмов. По этой причине программа никогда не будет работать сама по себе и ставить "диагнозы" — [окончательный вывод всегда будет за человеком](#).

В последние годы технология распознавания лиц находится в центре внимания многих дискуссий. Так, совсем недавно обсуждалась тема вокруг [российского приложения FindFace](#), которое подбирает идентификационные данные из социальной сети ВКонтакте. С её помощью пользователи могут найти людей, которых они встретили на улице, то есть простых прохожих. Понятно, что приложением могут воспользоваться не только спецслужбы, но и преступники.

Впрочем, по словам Вильфа, их компания не собирается сотрудничать с теми, кто намерен использовать технологию для таких целей. "Это новая идея, а новые идеи часто встречают с опаской", — заключает он.

Добавим, что "Вести.Наука" ранее сообщали о другой программе, которая позволяет [восстановить черты лица человека по его ДНК](#).

Terrorist or criminal? New software uses face analysis to find out

africanewswire.za.com/terrorist-or-criminal-new-software-uses-face-analysis-to-find-out/

Biometrics Terrorist or criminal? New software uses face analysis to find out

Published 3 June 2016

Pulling a poker face means betraying no visible emotion, so that opponents cannot tell what you are really thinking. But a Tel Aviv startup's face-profiling technology recently proved fairly accurate at predicting which four players were most likely to beat out forty-six other contenders in an amateur poker tournament. The company say that its technology, which analyzes faces shown in photos and videos and classifies them according to fifteen parameters predictive of personality traits and types, can help identify terrorists.

Pulling a poker face means betraying no visible emotion, so that opponents cannot tell what you are really thinking.

But a Tel Aviv startup's face-profiling technology recently proved fairly accurate at predicting which four players were most likely to beat out forty-six other contenders in an amateur poker tournament. Two of those four were among the event's three finalists.

And now, the company reports that it has signed a contract with an unnamed "leading homeland security agency" to help identify terrorists through its technology, which analyzes faces shown in photos and videos and classifies them according to fifteen parameters predictive of personality traits and types.

Purportedly it can detect with high accuracy if you are, say, a genius, an extrovert, or a criminal.

"We understand the human much better than other humans understand each other," [Faception](#) CEO Shai Gilboa told the *Washington Post*. "Our personality is determined by our DNA and reflected in our face. It's a kind of signal."

Gilboa said Faception evaluate faces with 80 percent accuracy for certain traits. "Utilizing advanced machine-learning techniques, we developed and continue to evolve an array of classifiers. These classifiers represent a certain persona, with a unique personality type, a collection of personality traits or behaviors. Our algorithms can score an individual according to their fit to these classifiers.

"Ultimately, we can score facial images on a set of classifiers and provide our clients with a better understanding of their customers, the people in front of them or in front of their cameras."

Faception is offering the software as one tool among many that governments can use in the global war on terror.

Unlike face-recognition technology, which relies on matching faces to those already in a database, facial profiling relies on scientific studies suggesting that personality is determined by DNA and reflected in the face. Therefore, it can pinpoint potentially problematic people not previously known to authorities.

Only three of the eleven terrorists behind the November 2015 terror attacks in Paris had criminal records, Gilboa points out in a video about Faception. "Our technology classified nine of them as potential terrorists with no prior knowledge."

Despite, or perhaps because of, the ethical controversy raised by its proprietary computer-vision and machine-learning technology, Faception has been getting a lot of press.

The company, founded in 2014, was a finalist in the [LDV Vision Summit 2016](#) on 25 May in New York City. An alumnus of the 500 Startups accelerator in San Francisco, Faception is now a member of [Sosa](#) innovators' community in South Tel Aviv.

Banks and marketers are among other professionals who might find Faception's methodology valuable. Gilboa said he and his team believe their technology represents a multibillion-dollar opportunity.

Faception's Web site describes the team as including "world-class experts in the areas of computer vision, face analysis, machine learning, psychology, technology and marketing."

"Our mission is to revolutionize how companies, organizations and even robots understand people to dramatically improve public safety, communications, decision-making, and experiences."

This [article](#) is published courtesy of [Israel21c](#)



Coverage in Israel



Israeli co Faception claims it can spot terrorists

 www.globes.co.il/en/article-israeli-co-faception-claims-it-can-spot-terrorists-1001127220

25/05/2016, 10:42

The Tel Aviv based startup says its facial profiling software can detect criminals, terrorists, pedophiles and other deviants.

Israeli facial personality profiling startup [Faception](#) has made global headlines after claiming that it can predict deviant behavior with a high degree of accuracy. Put simply the Tel Aviv based company says it has developed software that can spot terrorists, criminals, pederast and other deviants.

For example, Faception claims that just by letting its software scan the photographs of the 11 jihadist terrorist responsible for the Paris massacres last November, it could have identified nine of them as terrorists from their facial features. Most of them did not have prior criminal records. Faception argues that its software could provide a vital homeland security or police tool in identifying budding terrorists and criminals.

The firm was founded in 2014 by CEO Shai Gilboa, CTO Dr. Itzik Wilf and chief profiler David Gavriel. Gilboa says the firm has developed a database of 15 classifiers, which Gilboa says are used to determine personality traits with 80% accuracy.

Faception demonstrated its technology recently at an amateur poker tournament where it predicted which four competitors would be the best by comparing their pictures with a database of professional players. Ultimately, two of those four ended up among the event's three finalists, the "Washington Post" reported.

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Israeli Startup Claims to Spot Terrorists With Facial Recognition

www.haaretz.com/israel-news/business/tech-roundup/1.721480
Haaretz

May 26, 2016 3:41 AM

A Tel Aviv startup called Faception has developed technology that purportedly can identify character traits, including spotting who might be a terrorist, by analyzing a person's face.

The startup, founded in 2014, and which presented its technology at a high-tech accelerator conference in Mountain View, California, last week sponsored by the venture capital fund 500 Startups, claims 80 percent accuracy in identifying character traits based on analysis of photographs of faces. It has already signed up a homeland agency to help spot terrorists, according to company CEO Shai Gilboa.

The technology is geared to identify a range of specific traits, beyond spotting terrorists, including, for example, identifying extroverts, people with high IQs and even professional poker players. In a demonstration of the technology's effectiveness, Gilboa said Faception scanned 50 participants at a recent poker competition and picked out four of them as top players. Two of the four finished in the top three of the tournament.

But in a report on Faception, the Washington Post said experts warn that there are ethical issues and "profound limits to the effectiveness of technology such as this." Speaking to the Post, a computer science professor at the University of Washington, Pedro Domingos, asked rhetorically: "Can I predict that you're an ax murderer by looking at your face and therefore should I arrest you?" Gilboa is Faception's chief ethics officer, the Post stated, adding that he has vowed never to make technology that predicts negative traits available to the general public.

"The danger lies in the computer system's imperfections. Because of that, Gilboa envisions governments considering his findings along with other sources to better identify terrorists. Even so, the use of the data is troubling to some," the Post stated.

"The evidence that there is accuracy in these judgments is extremely weak," Alexander Todorov, a Princeton psychology professor whose research includes facial perception, told the Post. "Just when we thought that physiognomy ended 100 years ago. Oh, well."

[Haaretz](#)

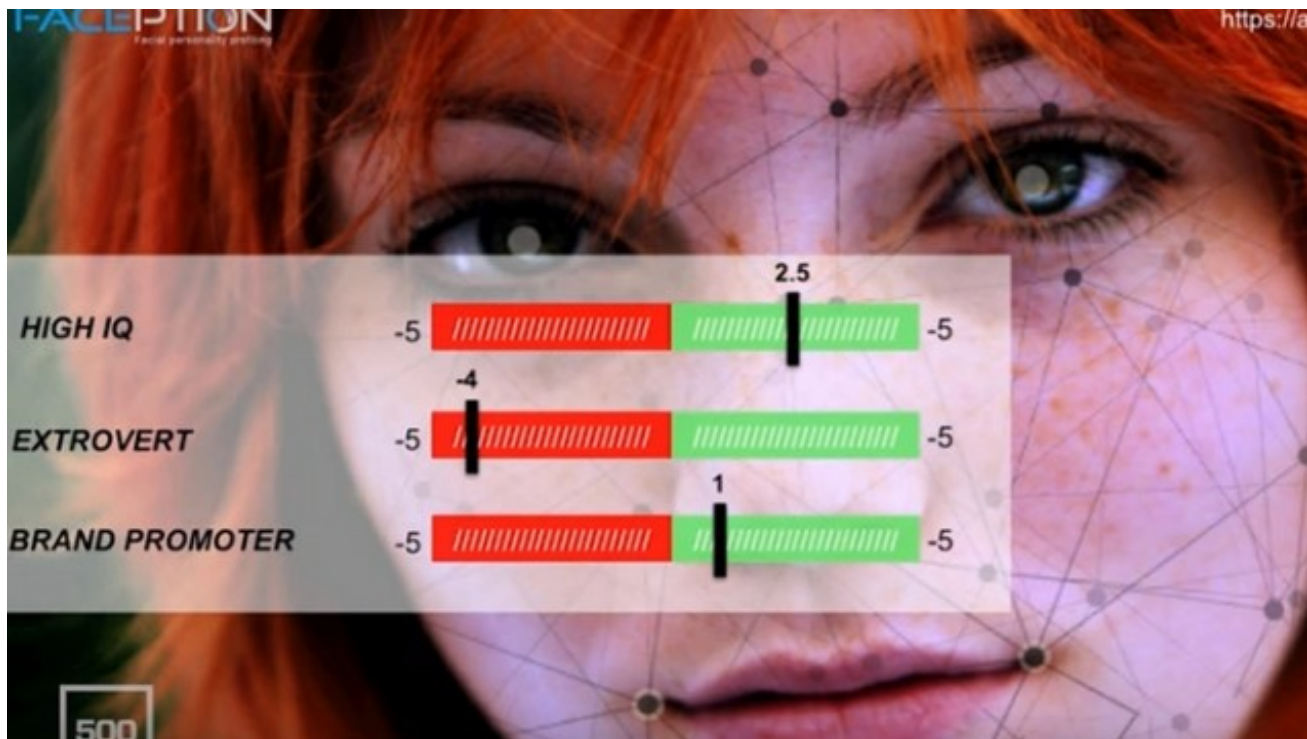


New Israeli facial imaging claims to identify terrorists and pedophiles

www.timesofisrael.com/new-israeli-facial-imaging-claims-to-identify-terrorists-and-pedophiles/

By Sue

Surkes



An image taken from a May 2016 presentation by Faception co-founder Shai Gilboa (screen capture: YouTube)

A Tel-Aviv based start-up company says it has developed a program to identify personality types such as terrorists, pedophiles, white collar offenders and even great poker players from facial analysis that takes just a fraction of a second.

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Faception claims it has signed a contract with a homeland security agency to help identify terrorists, the [Washington Post](#) reported Tuesday.

Furthermore, it says it successfully identified nine of the terrorists involved in November's terror attacks in Paris, according to the [Daily Mail](#).

And it asserts that its technology was able to accurately classify 25 out of 27 facial images of poker players and non-poker players in a blind test.

Claiming that the human face reflects a person's DNA, [Faception](#) has developed 15 "classifiers," each of which describes a certain personality type or trait.

These classifiers are used to encode facial images taken from video streams, cameras and on- and offline databases to "match an individual with various personality traits and types with a high level of accuracy," according to the company's website.

But experts warn that the technology is limited and that ethical issues arise.

Princeton psychology professor Alexander Todorov, an expert in facial perception, told the Washington Post: “The evidence that there is accuracy in these judgments is extremely weak.”

Washington University’s Prof. Pedro Domingos, who wrote “The Master Algorithm,” asked rhetorically: “Can I predict that you’re an ax murderer by looking at your face and therefore should I arrest you?... You can see how this would be controversial.”

He questioned the link between artificial intelligence systems and the markers employed, giving the example of a colleague who developed a nearly 100 percent successful system that differentiated between dogs and wolves, but relied on the fact that all the wolves were pictured against a background of snow.

Domingos told the Washington Post: “If somebody came to me and said ‘I have a company that’s going to try to do this,’ my answer to them would be ‘Nah, go do something more promising.’”