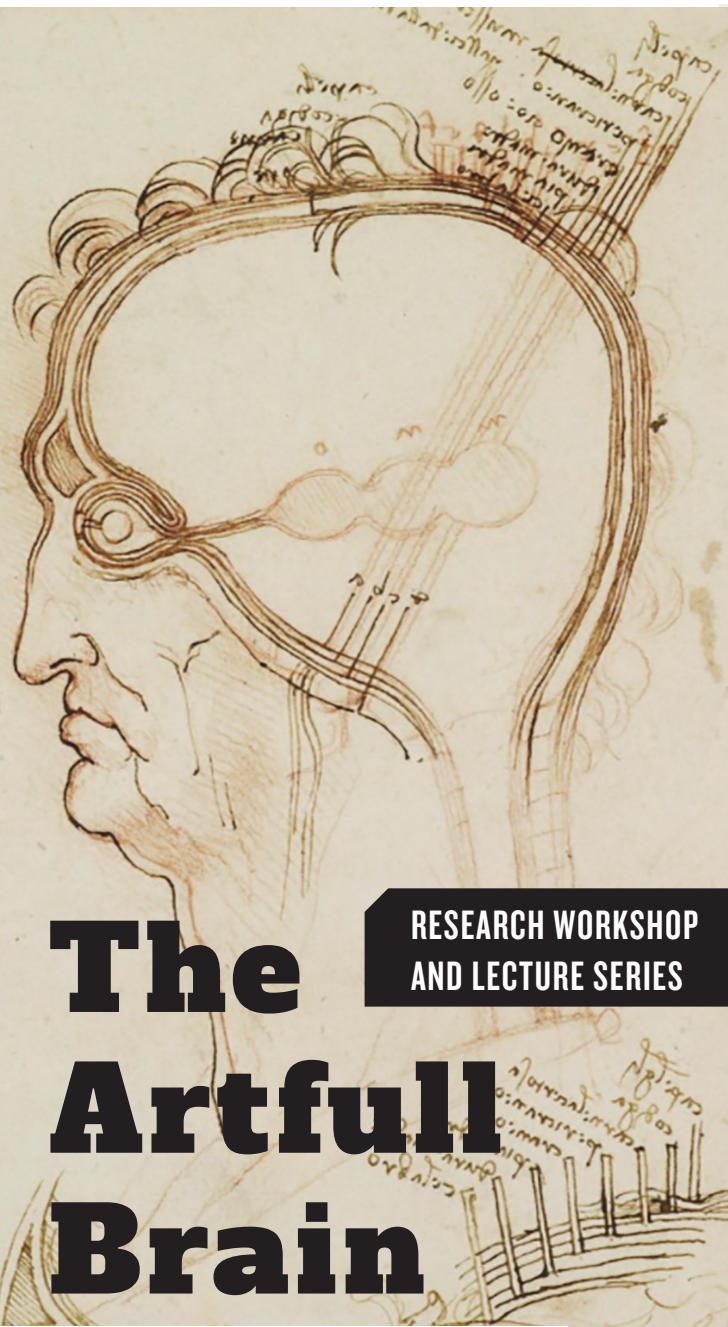




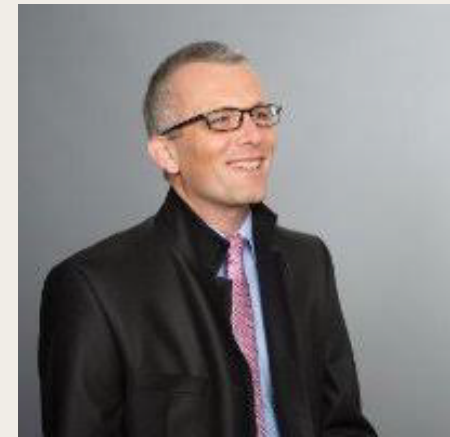
The Artfull Brain

RESEARCH WORKSHOP
AND LECTURE SERIES



TEXAS TECH UNIVERSITY
Institute for Studies
in Pragmaticism™

Charles Sanders Peirce



Geert-Jan Kruijff, PhD

Dr. Kruijff is a creative and innovative technological executive. He connects people with ideas to deliver unique solutions that impact people's lives. Geert-Jan's strong track record in modern management expands across academia and practical technological industries. His futuristic vision and strong Research and Development for Artificial Intelligence combine natural language processing and robotics to bring user-centric/customer-centric products to the marketplace, which are now used by millions of people daily.

Some of Geert-Jan's practical pioneering accomplishments include developing functional tools for companies such as Amazon Music, Samsung SVoice, BMW, Daimler, Audi, Toyota, GM, and Ford to name a few. Dr. Kruijff's work and projects have successfully evolved toward making life easier, navigation functional, providing entertainment, productivity, and especially, advancing communication.

Dr. Geert-Jan continues to actively pursue research in Artificial Intelligence in Germany. He has worked in projects "teaming robots" with human endeavors making machine/human unions possible. Some examples of robot/human teaming are to help children who are hospitalized and to give first responders the ability to explore disaster areas safely (one of three teams worldwide actively deployed currently).

For more info please visit LinkedIn profile and Google Scholar. .

Research Workshop and Lecture Series academic year 2022

THE ARTFULL BRAIN III

Examined by The Biology of Mind,
Artificial Intelligence, and Semeiotic

February 21, 2022, 12:00pm - 3:30pm
University Library, Room 151

Zoom: <https://texastech.zoom.us/j/99092856326>
Meeting ID: 990 9285 6326

Lecture 12:00 p.m.

Geert-Jan Kruijff, PhD

Snr. mgr. in applied science (Machine Learning).
PhD in Mathematical and Computational
Linguistics.
MSc in Analytical Philosophy and Computer
Science.

" Understanding to help: Human and Machine
Interaction in the Age of AI."

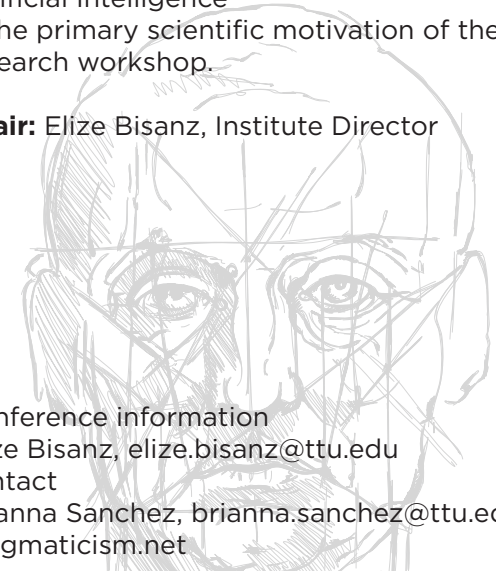
Panel Discussion 1:30pm - 3:30pm

"The Digital Mind."

The convergence between Semeiotic, Mind, and
Artificial Intelligence
is the primary scientific motivation of the
research workshop.

Chair: Elize Bisanz, Institute Director

Conference information
Elize Bisanz, elize.bisanz@ttu.edu
contact
Brianna Sanchez, brianna.sanchez@ttu.edu
Pragmaticism.net



THE DIGITAL MIND

The research conference targets major
fields of brain study from the interdisciplinary
perspective of Semeiotic.

This year's focus will be put on the relation between
artificial intelligence and human mind. From the
first stone tools to locomotives to
computational machines, humans have invested
enormous resources to develop tools to survive and
thrive for ages. Naturally, the tools and instruments
we use express our needs and determine our
lifestyles, habits, and social
interaction. Today, technological advancement such
as artificial intelligence has opened unprecedented
opportunities for the ultimate tool, the human and
machine interface. Still, it also has become an immi-
nent tool that infiltrates every aspect of human
existence.
Combining perspectives from Sciences and
Humanities we will discuss how human and
AI interaction affect us biologically, socially, and
culturally.

ABOUT THE INSTITUTE

The Institute for Studies in Pragmaticism is the
first and oldest organized center for research on
the life and works of American physicist, mathe-
matician, logician and engineer Charles Sanders
Peirce (1839-1914), one of the greatest interdis-
ciplinary scientists in history. Founded during the
1971-72 academic year at Texas Tech by Charles S.
Hardwick and Kenneth L. Ketner, its mission is to
facilitate study of the life and works of Peirce and
his continuing influence within interdisciplinary
science.

<https://www.depts.ttu.edu/pragmaticism/>