



Application Note: KEEL in the Stock Market (9/30/2003)

Objective:

Managing a stock market portfolio involves a great many subjective judgmental decisions.

There is a constant monitoring of individual company indicators along with a view of the industry sector, geographic and environmental changes, and the local and global economy.

Much of the work in determining the future value of a company (stock) has to do with the interpretation of information. It also involves an assessment of trust in the data as well as an evaluation of risk.

All of these thought processes require the subjective judgment about the importance of each piece of information at hand.

KEEL technology supports the formalization of the judgment process with a set of graphically defined rules.

The decision to buy, hold, or sell is a task that requires all information to be evaluated, integrated and balanced to determine what to do.

This task can be one of "magic" or one of analysis.

Some people and companies are recognized as being experts in the field because they do a better job of analyzing the market and picking the right companies and determining when to buy or sell.

When humans gather and interpret data on a company they can only address simple relationships between input variables. This limits their ability to analyze complex situations.

Computers can be used for rapidly accumulating information, but do not normally have the ability to make judgmental decisions in a human-like manner.

Using conventional coding and searching techniques, it would be almost impossible to model the complex relationships that define why a company will be successful and why it might fail.

Rather than rigorous mathematical formulas to define the complex relationships, KEEL technology uses a graphical (right brain) approach to define the model.



This allows the rapid creation of first pass models that can be tested with real data before committing the rules to a final solution.

KEEL technology has the potential to provide human-like judgmental decisions regarding complex situations.

The development environment for KEEL technology is provided with the KEEL toolkit. This allows the programming of human-like reasoning.

It allows the creation of dynamic rules that can be used to make decisions.

Because the rules can be explained, they can be audited and tuned over time to provide better and better service.

One might eventually expect that all business related news articles and specific information will be published as structured text (text that could be easily parsed for computer interpretation).

When this happens, it should be possible to have a KEEL engine integrate published information directly into the buy / sell model.

Until this happens, the translation from text and verbal news releases will have to happen manually.

Market:

Conventional stock market investment involves some real data and a great deal of judgment. The total reasoning is seldom documented to justify the actions.

Any technique that provides explainable decisions and still addresses complex relationships that might be developed for administering a stock portfolio would be appreciated in the market place.

Any company that might offer explainable reasons for stock market transactions would potentially gain a market following and thus increase market share.

KEEL technology has the potential to offer a new level of service to brokerage customers; one that can provide explainable actions.

These actions could be continuously audited. The audit could be used to tune the model for optimal performance.

Business Drivers

Reduced Engineering Design Cost & Time

Optimization of Product Performance/Life to the Task



Increased Differentiation of Their Products

Increased Market Coverage

Improved Internal Efficiency - Reduced Fixed Expense

Improved Access to Information

Buying Factors

Ease of Use

Time to Market

Flexibility

Extensibility / Scalability

Desire for Special Features

Performance

Options

Single Source for All Products

Complex Systems

Enterprise Connectivity

Trends

Product Availability

Prestige

The desire to Learn

Lowest Product Cost

Lowest Installed System Cost

Lowest Lifecycle System Cost

Feels, Looks, Sounds, Smells, Tastes Good

By-Products

Expectations of the Future



Indirect (External Influences)

Efficiency

Reduce or Eliminate Other Costs

Form Factor

Explainable / Auditable

Considerations:

The schedule for evaluating the data

When complex cognitive systems are being created, the designer needs to consider the time sensitivity of input and output data.

In human systems, humans may try to postpone decisions until all the relevant data is available. When pressed, however, humans can react to demands that drive them to make instant decisions. In a KEEL system, the designer may need to have the system "adapt" to changing demands.

The flexibility of the KEEL system design allows for normal conservative operation and still adapts to emergency situations.

The system designer needs to consider when the data should be evaluated. Options could be to trigger the evaluation on a scheduled basis; it could be polled by a higher level authority; it could operate on a change of state from one of its sensors; or it could be continuously running.

Human interaction with the solution

In cases where KEEL engines participate with humans as part of an overall system, consideration should be given to the human interface characteristics of the system.

KEEL engines can trigger the dialog, or the dialog can be initiated by the human.

KEEL engines can provide continuous analog output which can be translated into human readable form or as stimulation to HMI tools.

KEEL engines can accept input from any source, as long as it is translated to the normalized format required by the KEEL engines.

The system designer will consider how and when the dialog between the human and the KEEL engine will be scheduled.



The ability to create complex cognitive solutions in a timely manner

Using the KEEL toolkit, it is possible to develop complex cognitive solutions in a short timeframe.

Software features are built into the toolset that allow the cognitive design to be structured in a manner that makes it easy to integrate the KEEL engine(s) into a variety of architectural models. In many cases, these tools allow the glue logic to be created once and be able to support changes to the cognitive model.

The KEEL-FBD tool allows the staged development of complex models in a manner that automatically creates the glue logic. This is another feature that supports rapid development of complex systems.

Performance of the system

Different applications require different levels of performance for the KEEL engines.

Some real time control applications may require that information is constantly being evaluated and operated upon.

There will be other times when information changes relatively slowly and therefore does not merit constant evaluation.

There are a variety of techniques to balance performance and system complexity when creating KEEL based solutions.

Architecture Independence

KEEL engines are discrete information processing engines.

In many cases they will be part of a larger system.

Just like humans in a factory, in an army, or on a team, there is interaction between individuals and between devices and equipment. Computer protocols and network architectures have been developed in a manner that somewhat duplicates the development of human language.

People developed different languages to satisfy different needs: voice for people to communicate verbally; sign language for those that cannot hear; telephone and video conferencing for distance communication.

Computer based protocols have been developed to satisfy different needs: ASCII for simplicity; XML for structure; asynchronous / synchronous / isochronous for flexibility, speed, and time determinism.



KEEL engines can participate with any of these linkages, as long as the data can be normalized to meet the needs of the KEEL engines.

KEEL engines can sit at any point in any architecture. In this way KEEL engines can be integrated into almost any architecture. The simple API enables this valuable attribute.

The "importance" of information

A key aspect of any KEEL based system is the dynamically changing importance of information.

In simple systems, there may be no changing importance of information. These types of systems might be built with hard-coded solutions or discrete logic.

Cognitive solutions, however, usually deal with complex relationships where information is being interpreted in different ways; in different parts of the same problem.

Cognitive problems often deal with both strategic (future) and tactical (now) problems at the same time. Questions about what to do now and not destroy future opportunities are often addressed. This requires a balancing of information to obtain the best outcome.

Diagnostics and prognostics require that a system adapts its operation to performance variables. If you have difficulty breathing, then breathing becomes more important.

The evolution of the KEEL engine over time

KEEL engines are often developed over time. New pieces of information are added to the design when it is apparent that they contribute to the interpretation of the data provided.

Compsim's KEEL Toolkit provides a number of services to enable enhancements to the engine over time without impacting the glue logic. This saves software development effort.

The KEEL FBD tools allow a complex system to be developed in stages and integrated and tuned as separate components.

The KEEL toolkit incorporates the idea of merge-able objects or decision-making modules.

There are other cases where the model doesn't need to expand, but only needs to be tuned when relationships between information change.



KEEL engines can be created as "classes" in some languages.

The value of "explainable actions"

Many systems can benefit from an engine that creates explainable decisions and actions.

This allows the systems to be audited for their performance in order to tune them over time.

It is possible to have KEEL engines monitor other KEEL engines and potentially provide a feedback mechanism to achieve optimal operation.

There are other cases where there are demands for the creation of explainable actions. This insures that a code of ethics is integrated into the design. Without the ability to decompose every action and every decision, there is the ability to create a system that does not meet the needs of society.

So, KEEL based systems, because they are rule based, can explain why any action was taken or decision was made.

Even though the rules are defined graphically, by inserting a snapshot of the inputs back into the design, the reasoning can be displayed.

Who and how the KEEL actions are monitored

KEEL based systems offer several methods for monitoring their performance.

First, because all KEEL actions are visible and explainable in the development environment, they are available for analysis within the tool environment.

Second, because a KEEL engine is a rule based system, it will always respond the same way to an input. An XML schema exists that defines the format for an XML file produced by the real-world device or software applications. If the device or software application logs the input data in this format, it can be read back into the KEEL Toolkit where the reasoning can be reviewed and explained.

The system designer has the responsibility for determining when and how the data is logged and reviewed.

Certain applications may demand more auditing to insure that performance is satisfactory.



It is also likely that new data will enter the application space. This may trigger reviews of performance.

As in human systems, novice operators or players may require closer review than experienced operators or players. The same is true with a KEEL engine.

Consideration for how the KEEL engine(s) fits in the "chain of command"

In some cases KEEL engines will participate as components of a larger system.

They can perform administrative roles by interpreting information in a consistent manner and responding with consistent command decisions.

They can perform subservient roles by accepting direction from above and adapting the commands to modify their actions.

They can sit in the middle of a chain, by accepting commands from above and reviewing status from below. They can modify their own strategy according to the rules provided to them and the information they observe on their own.

They can make requests to humans and devices above them in the chain-of-command, and can deliver commands to humans and devices below. They can collaborate with their peers according to the rules that dictate responsibility.

Should it be appropriate, the KEEL engines can develop their own levels of trust in collaborative environments. The system designer will determine the communication protocols and the flexibility of the system.

The level of "trust" attached to input information

Many judgmental decisions are made by including a level of trust to validate the information. When the level of trust is diminished, then the information may be given a lower level of importance in the overall solution.

KEEL engines can include the level of "trust" as an input to the system. How this is interpreted, is the responsibility of the system designer.

The concept of risk associated with the decisions and actions associated with the system

Many cognitive decisions need to incorporate risk into the decision-making model.

Risk can be included as an input to a KEEL engine.



It is the responsibility of the system designer to determine how risk participates in the decision-making model.

How time and space relationships might contribute to the solution

Time and space often impact the importance of information when making cognitive decisions. KEEL supports these concepts with its "clipper" features.

This allows decisions and actions to be tuned for different times and locations.

In cases where an optimal solution is being targeted, such as the time to send a message or the time to shoot at a moving target, then tools to support these kinds of decisions are required. They are built into the KEEL toolkit and they are available to the system designer.

Normalizing the data

KEEL engines normally operate on normalized data (0 to 100) values that can be either integer or floating point, as defined by the KEEL project. Any normalization scheme can be used.

While this suggests a linear range of normalized input data, the inputs can drive a curve which allows the data to be interpreted in almost any way.

In this manner a single normalized input value can be interpreted according to any number of independent curve relationships.

Much of the development work in architecting a KEEL solution is spent defining the relationships between information. Because this is all done graphically, there is no need to write "code" to see the results of the analysis.

The responsibility for the overall system remains with the solution architect

The system architect is responsible for the overall architecture of the system.

This will include segmentation of the system, determining when and how the KEEL engines will be scheduled.

The cognitive model for interpreting the input data and causing decisions and actions to be promoted is also the responsibility of the system designer.

System architecture



The system architecture is the definition of the relationships between all system components.

The cognitive segment is usually just part of the system. The system architecture defines the layout for performance, flexibility, extensibility, cost, resources, etc.

The system architecture is often the result of a balancing act: balancing time to market, resources, performance, and cost. The system architecture is driven with an objective where the features are defined. The objective is addressed by identifying potential solutions: selection of components and methods of tying them together.

KEEL technology can be integrated into the architecture from the beginning, or it can be an "add-on". Because individual KEEL engines are architecture neutral, they can be integrated into an overall architecture at different times; even after a program is completed.

The potential for autonomous operation

Because KEEL engines can interpret information in a human-like manner, and direct relative actions to be taken based on that interpretation, KEEL based systems have the potential to operate without human intervention.

Alternatively, KEEL based systems can operate as either backups to human operators, giving advice or recommendations, or they can provide the primary decision-making engines that are backed up by humans.

The outputs from the system

The outputs from a KEEL engine are normalized values between 0 and 100. This information may have to be transformed into other forms for use by the external controls or monitoring equipment.

The sources of input data

KEEL engines can accept inputs from almost any type of data source, as long as the data can be transformed into the normalized data format required by the KEEL engine.

When the input is textual or verbal, it will have to be transformed into the normalized format.

Connectivity

The ability to install KEEL engines at any point in an architecture makes this a valuable attribute where components of the system are likely to be distributed across different pieces of equipment in different locations.



KEEL engines can be connected by any media and in any format as long as the data is converted to the normalized format before triggering the KEEL engine to process it.

Directly wired to source

In its simplest form a sensor can be directly wired to an input pin on a microprocessor where the signal is transformed to a normalized data format used by the KEEL engine.

The same is true for the output. In its simplest form the normalized data output from the KEEL engine is transformed before sending it out a pin on the microprocessor where a wire carries the signal to an actuator (control point).

A direct wire is the simplest form of network.

Network connected - any topology

Connectivity to and from KEEL engines can be accomplished with any type of network with any topology.

Some wired networks might be termed point to point, multi-drop, token passing, star, web, loop, trunk, etc.

Messaging techniques might include: Broadcast, Store and Forward, Directly Addressable, Group Addressable, All-call.

Any message packaging technique might be used: structured or unstructured, packed, block mode, etc.

Any character encoding can be used: ASCII, Async, Bisync, Isochronous, or any other.

The data can be encrypted or non-encrypted.

The choice of network connectivity is left to the system designer.

Infrared connection

The KEEL engine is not restricted to any specific connectivity to its inputs and outputs. Infrared links can be used.

Supplied by the same processor running the KEEL engine

Because some data sources and data sinks for KEEL engines will be within the same microprocessor, input and output data can be generated and consumed locally.

Radio Frequency



KEEL engines are independent of the connectivity between inputs and outputs and the KEEL engine. Radio frequency connectivity is appropriate for some applications where wired and infrared connections are not appropriate.

Development Process:

Determine where KEEL engines might be located in the system and what information will be exchanged

This is where the number of KEEL engines will be identified to satisfy the system need.

This is also where the information model will be defined: What input information is needed at each KEEL engine and how that information will flow through the system.

Define the information hierarchy which includes how and when information is accumulated

Some systems will fit in a "chain-of-command". The concept of authority needs to be considered in these types of systems.

This will dictate who is a supplier of information and who is a receiver of information.

This is where the concept of trust needs to be included in the model.

The concept of risk may also be considered.

Plan for staged introduction

In systems that might require multiple KEEL engines, consideration for a staged introduction might be appropriate.

Since KEEL engines operate autonomously, this is primarily an issue that is driven by other parts of the system.

If cognitive technology is to be included in the overall system, then it should be scheduled for introduction when it can be tested with the availability of its inputs and outputs.

Evaluate KEEL segmentation

KEEL engine segmentation is an issue that is required with distributed systems. It should also be considered with complex cognitive situations.

The KEEL FBD tools provide support for the integration of multiple KEEL engines into a single compile for a localized solution.



There is also the potential for integrating multiple independent segments into a signal KEEL engine. In situations where one is dealing with simple cognitive processes, it might be appropriate to include several of them in the same engine.

For each KEEL engine, define the expectations (outputs) from the system

The outputs of the system can drive external controls, provide information or logging data, drive external logic, provide warnings or triggers, or drive other processing engines (like other KEEL engines) or hard coded logic.

The outputs of the system define what the KEEL engine is trying to accomplish.

For each KEEL engine, identify the sources of information

The sources of information are the inputs to the system as viewed from the outside of the KEEL engine. They can come from sensors, databases, human operators, other KEEL engines, other control systems, or internal logic (like self diagnostics and prognostics or internal calculations).

KEEL General:

This section identifies the general benefits that could be derived from a KEEL based solution.

Judgmental decisions by trained operators are potentially "tricked" into overlooking critical attributes

There are some applications where there is an attempt to trick humans.

Magic shows attempt to redirect attention while the trick is performed.

Some markets like airport security target people that may try to trick the system. A terrorist is not going to advertise he is a terrorist.

When people are trained for airport security, they are trained to look for specific attributes. These are the rules.

KEEL engines are rule based systems. The rules identify the trigger points.

While the perfect airport security agent will never miss a critical attribute, human nature makes them susceptible to structured trickery.

A KEEL engine will perform according to its rules.

Human experts take too long to make judgmental decisions

Human experts are trained to perform a task. This works well when the task operates in normal ways.



However, when humans are "surprised", it takes them some amount of time to react.

Adrenaline is used to supercharge the human in special circumstances. This accelerates their response mechanism and makes them more aware of their surroundings.

Even with adrenaline, however, reaction time is based on the complexity of the task.

Computers running structured code react to emergencies (events) in a structured way.

Computers, however, cannot watch out for everything. The code to develop this type of system would be too complex.

The adaptable nature of a KEEL engine may provide a middle ground: faster than a human and not so complex that one would have to write too much code to respond.

The dynamic nature of a KEEL engine enables it to handle complex situations in adaptable ways.

Applications where the judgmental decisions must be explained

While not all decisions or actions need to be explained, there are a number of reasons for having an explainable system.

First, it is difficult to enhance a system when you don't know why it is doing what it is doing. With a KEEL system, if one takes a snapshot of the critical inputs, those inputs can be loaded into a KEEL engine where the reasoning can be investigated.

Some systems need an explainable solution for legal reasons.

A system that creates explainable actions may be more marketable and may be more likely to receive market acceptance.

Complex situations where it is not economical to develop and maintain straight line code (IF, THEN, ELSE)

It is very expensive to develop conventional software. Complex software is prone to logic and typing errors.

Large complex systems are brittle and break with unexpected, untested situations.



KEEL systems allow the development of complex systems without writing code. The decision-making model is developed graphically and the code is created automatically. The model can be tested from within the toolkit, before it is translated to source code.

The same cognitive model can be translated into multiple languages at the click of a button.

Situations where there is an advantage to be able to create one design and execute it on multiple platforms: device, software simulation, web

In some circumstances there is a large value for being able to demonstrate the same model in a device, in a simulator, and on a web page.

Using the KEEL Toolkit, the same design can be implemented in C, C#, VB, VB.NET, Flash, Java, PLC Structured Text.

When it is important to demonstrate the cognitive technology in multiple environments, KEEL can provide a significant advantage.

Situations where the environment is dynamic and the importance of information changes; the system must react to change

A key attribute of KEEL systems is that the dynamic importance of information is built into the KEEL technology.

KEEL was designed to accept and adapt to the changing importance of information.

Information changes in importance when it is being evaluated from different time and space aspects. (For example, the temperature is important because you are close to the source. It is not important if you are far away from the source.) What is NOW is more important than what is FAR IN THE FUTURE, if you are thinking about a problem now. It is less important now if you are addressing a strategic problem.

Where architectural issues may prohibit other solutions (KEEL technology is architecture independent: localized, distributed, web based, multiprocessor, etc.)

KEEL engines are implemented as two or three subroutines in any of a variety of languages.

One subroutine is called to initialize the arrays with data.

The second subroutine is scheduled when appropriate. Before this routine is called, the KEEL arrays are loaded with input data. Then the second routine is called repetitively until a flag is set indicating that a stable



system has been determined. After that, the outputs from the system are distributed to the appropriate places.

This simple API and small subroutine set allows KEEL engines to be integrated into a variety of system architectures.

KEEL engines don't care where the input data come from or where the outputs are distributed.

This makes the KEEL engines appropriate for almost any system configuration.

The architecture selection is left to the system architect.

Human experts are required to interpret information to make the best decisions or take the most appropriate actions

KEEL engines interpret information in a human-like manner. In this light, KEEL technology is an expert system that makes decisions or takes actions using rules established by the designer.

Like human decision-making, KEEL engines utilize a linkage of information to solve problems. An input may impact a number of problem domains; each in a different way. A single problem domain may impact a number of other problem domains in a variety of ways.

The linkages defined for the KEEL engine can be compared to the various ways that a human might link pieces of information.

The KEEL toolkit provides a unique way to document the human decision-making model for specific applications.

Devices must operate autonomously and make judgmental decisions on their own

Each KEEL engine has its set of inputs and outputs.

When the KEEL engine is scheduled to evaluate the inputs, it iterates until a stable answer to all of its problems is achieved.

Each KEEL engine is a stand-alone function. If a complete system is incorporated into a single engine, then a complete stand-alone solution is developed.

A system can be built with one engine or it can be built with several engines that are integrated into a single autonomous solution by using the KEEL FBD tool. Services provided within the KEEL Toolkit support the



software engineers' need to compile multiple engines with a single compile.

KEEL technology has been developed to specifically address the needs of adding cognitive technology to devices in order to provide autonomous operation.

KEEL technology supports addressing the judgmental decisions required when there is a need to make subjective decisions in a human-like manner.

Devices can make control decisions when human operators are not present

Because KEEL engines can operate autonomously, they are able to provide backup to human operators when the human operators are unavailable.

KEEL engines can make the same judgmental decisions as their human operators. These judgmental decisions are appropriate for making control decisions.

These control decisions can be binary (on/off) or relative (analog). Just like a human operator, a KEEL system can take observed data (inputs) and apply cognitive judgmental rules that are defined graphically and make the control decisions.

When the small memory footprint of a KEEL engine is an advantage

KEEL technology is implemented in two or three small subroutines. The size of the subroutines does NOT expand if the system increases in size or complexity.

The remainder of the system is made up of tables. These take much less space than "code".

This allows KEEL engines to run in 8 bit microprocessors and above.

This is important in many "device" applications.

Repetitive judgmental decisions are prone to error

Some human activities or occupations require that those humans are trained to observe and react to situations. This could be an airport security guard or it could be a medical diagnostician.

The airport security guard is asked to look for things out of the ordinary. This triggers increased scrutiny of passengers and of luggage.

The medical diagnostician is trained to look at diagnostic tests.



Both of these activities are repetitive. There are potentially large amounts of data (characteristics) to observe.

The decisions or observations by the reviewer are prone to error, just by the number of repetitive judgments that are made.

The airport guard that hasn't identified a problem passenger in five years may get passive as time goes by.

The medical diagnostician, that never finds a disease, may miss the one critical test that is pertinent in a particular diagnosis.

Summary:

KEEL technology has the potential to enhance the ability to evaluate the performance of a stock in the market.

This can be accomplished by supporting the development of a much more complex and integrated model that can create explainable actions.

With explainable actions, the model can be expanded, tuned, and enhanced over time.

Disclaimer

This application note suggests the potential for KEEL technology to respond to certain market needs. The end users are totally responsible for assuring that the technology performs as expected.

The application note may also assume that certain external technology exists to support the KEEL engine in an effective manner. This may or may not be accurate in all cases.