

## BOOK REVIEW

By Dr. Cristina Puente Agueda, Spain

### THE EMOTION ORGANON

By Dr. C. Mason

In the last three years, with more force than ever, the most repeated words worldwide have been Artificial Intelligence. The future looks promising because of the amount of possibilities it offers and the very high impact that generative AIs play, something that has burst into our daily lives and tasks with force, and that will do so with greater impact in the future in fields such as medicine, agriculture, law, and as far as our imagination takes us. At this point, Dr. Mason, demonstrating once again her experience and expertise in this field and through her book 'The Emotion Organon' opens a window to the future exposing what should be the design and development of this technology, always from an ethical point of view with the human being as the center, without affecting our rights and limitations, ensuring our privacy and free will. This could be called the application of a 'technological conscience' that develops by and for all human beings, not for a privileged sphere.

In this sense, Dr. Mason talks about brain bioplasticity, and the impact that positive social and emotional emotions have on our brain. New technologies play an important role in helping us to bring out the best version of ourselves and not to rely on machines. The recent pandemic has shown, as Dr. Mason points out, that our emotions directly affect our immune system, as does our use of technology. It is up to us to create and design applications that strengthen us as people and make us more aware of the social problems of the world we live in, or to become increasingly isolated and create individual micro-bubbles that feed our ego through very short-term rewards, a source of enormous frustration and weakness in the long term. Books like Dr. Mason's make us focus our attention on controlling the technology of the future to create a better world. Thank you Dr. Mason!



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