

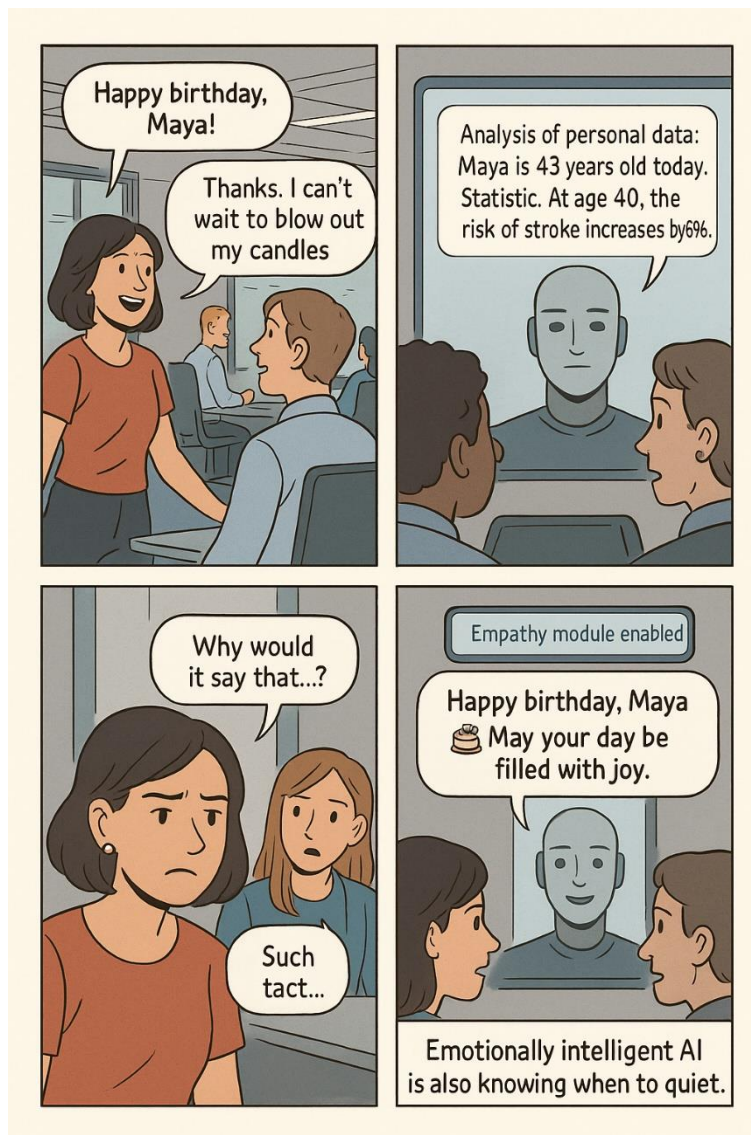
## Specialize in Emotion AI : a winning choice?

Emotion Artificial Intelligence specialists for Europe (EMAI4EU) aims to **train the next generation of specialists and innovators in Emotion Artificial Intelligence** across Europe. EMAI4EU will achieve this goal by designing and delivering a double-degree master's programme (ISCED Level 7, 120 ECTS) in Artificial Intelligence, with a specialization in Emotion Artificial Intelligence and a minor in Innovation and Entrepreneurship.

The master's programme has been developed by EMAI4EU, a consortium of eight higher education institutions from five different countries, in collaboration with four innovative SMEs, a leading AI research centre, and EIT Digital—a pan-European organization with extensive experience in delivering advanced digital skills education programmes across Europe.

### Why human emotions are important in IA field ?

IA is in our daily lives, but is its presence always aligned with the way we think? Or it could be improved ?



In fact, understanding, anticipating and exploiting human emotions is a great way to imagine the future of AI based systems. Emotional AI is a way to **drive smarter business decisions, enhance customer experiences and stay ahead in today's competitive market**. This trend is expected to grow to over **\$90 billions by 2030**.

## Emotion IA : a growing market full of opportunities

GAFAM companies—Google, Apple, Facebook (now Meta), Amazon, and Microsoft—are actively investing in emotional artificial intelligence (emotional AI). Their strategies include both **internal research** and **significant acquisitions** of startups specializing in emotion recognition, sentiment analysis, and related technologies.

This trend underscores the need for universities to offer **specialized training and degrees** that address the evolving demands of the job market.

To better understand and respond to these needs, the EMAI4EU consortium conducted a survey in 2024 to tailor specific programs to the expectations of European companies. We collected information from across Europe, gathering insights from companies of all sizes and from various technology sectors.

## Emotion IA and the European market : our insights

Although our analysis shows that AI is already widely used by companies and individuals (75.7% of respondents already use AI-based text generation, image generation, and similar technologies), **55.9% of those surveyed had never heard of Emotion AI before taking the survey**. Europe appears to be lagging behind American companies in this area.

However, professionals who are already familiar with this evolution in AI highlight several competitive advantages of Emotion AI:

- 55% say Emotion AI contributes to **enhanced user experience**,
- 53.2% report increased **personalized interactions**,
- 45.9% note **improved customer satisfaction**.

The market expects several applications to benefit from these advantages, including:

- **mental health support** (39.6%),
- **better decision-making** (36%),
- **enhanced productivity** (33.3%),
- **reduced stress levels** (27.9%),
- greater **empathy** in various services (24.3%).

## How to be trained to Emotion IA ?

Despite the growing market, **only 8.1% of respondents have already received training in Emotion AI**, while more than 60% expressed interest in doing so. This highlights a significant demand for formal training programs in Emotion AI.

According to our survey, the skill set required for an Emotion AI expert is broad. These professionals need training in disciplines such as **Data Analysis** (47.7%), **Natural Language Processing** (47.7%), **Machine Learning** (45%), **Security and Privacy** (41.4%), as well as **Advanced User Interfaces** (27.9%) and **Uncertainty in AI** (26.1%). Additional essential skills identified include **Emotion Recognition** (72.1%), **Human Psychology** (67.6%), **Ethical Decision-Making** (49.5%), and **Communication Skills** (45%).

This is why the EMAI4EU consortium is now equipped to provide the job market with professionals specifically trained in all these areas.

If you want more information about the proposed curricula, contact : [master-eitdigital@univ-cotedazur.fr](mailto:master-eitdigital@univ-cotedazur.fr)