

# Finding Gaps between Human Intentions and Actions

Khandaker Md. Ashikul Hoque  
Department of Computer Science  
and Engineering  
American International University -  
Bangladesh  
Dhaka, Bangladesh

Iftekhar Mahmud  
Department of Computer Science  
and Software Engineering  
American International University -  
Bangladesh  
Dhaka, Bangladesh

Sajib Hasan  
Department of Computer Science  
American International University -  
Bangladesh  
Dhaka, Bangladesh

Tohfa Akib  
Department of Computer Science and Engineering  
American International University - Bangladesh  
Dhaka, Bangladesh

Ismail Hosen  
Department of Computer Science and Engineering  
American International University - Bangladesh  
Dhaka, Bangladesh

**Abstract:- Intention is the way toward choosing a choice among versatile decisions. It is difficult to find a fixed approach to find out anyone's intention. The purpose of this research was to find the difference between human intention and the actual action. At first our focus is to find that which algorithm gives us the most reliable and precious result which is more relevant to our goal and then we measure the gap between human intention and actual behavior. So that we can find out that someone who intended something, they actually do that according to their intention or not. This can help us to give suggestions to that particular person what he/she want such as food, products and places they might like. There are boundless decisions that are taken by individuals in regular day-to-day life. Identifying the human intention and action gap will help us to understand the actual difference where those two does not meet and what really makes them apart. And then we can find out a certain group of people who does have a huge difference between their intentions and actions and vice -versa. The work shows an arrangement of classification of human intention and action that is brief. This will be helpful for some research areas, for example, technology, computer vision, vision, human-machine cooperation, traffic checking, military applications, computer games and numerous others fields and specially for persuasive applications.**

**Keywords:-** Human Intention; Human Action; Persuasiveness; Intention Action Gap; Intention Analysis.

## I. INTRODUCTION

Your goal, purpose, or aim is your intention. Intention is temporal sequence of user activities all together that the human can accomplish an objective. It has a place with the basic leadership process, which is inside the extent of human information and intelligence. Intention is a psychological express that speaks to a guarantee to doing an activity or activities later on. Expectation includes mental exercises, for example, arranging and thinking ahead. What individuals truly do in their lives as opposed to what they think they are doing or what they accept they ought to do? In many social orders, there is an error between these three sorts of conduct. It is significant for anthropologists to

recognize genuine, accepted, and perfect conduct when they find out about another public and its way of life.

Goal intentions are people's self-instruction to achieve desired outcomes and behavioral are self-instructions to perform particular actions directed towards attaining these outcomes. Intentions capture both the level of set goal or behavior, and the person's level of commitment. Recently intention based decision-making system has been great that it can make the support among human and intelligent agents to be more convenient. It can recognize the goal of different operators by controlling information, which is a critical viewpoint.

Intention is the way toward choosing a choice among versatile decisions. There are infinite choices that are taken by a person in everyday life. If we have to appropriate use of assets, to choose the best option, or to accomplish an objective then decision-making is the basic component. In this way, Intention gap is a critical thinking approach by picking a strategy among different options. One the off chance that there is just a single option, at that point there is no doubt of basic guidance.

There are so many processes for intention gap measurement. It is possibly the real answer for our subject. There are such a significant number of systems for information mining. However, there is not any hybrid approach in this intention detection method. If hybrid approach can be used, then it will add something new in this field. Regression is a data mining procedure used to anticipate a scope of numeric qualities, given a specific dataset.

For instance, Regression may be utilized to anticipate the expense of an item or administration, given different factors. The easiest and most established type of regression is linear regression used to evaluate a connection between two factors. It is difficult to find a fixed approach to find out anyone's intention. However, we can compare between intention and actual behavior of a human.

Here our target is to find the intention and action gap. The study is to reach to a result that will find the gap between what one think of doing (intentions) and what

he/she does (actions). It is the measure of intention and actual behavioral gap. This will be helpful for some research areas, for example, technology, computer vision, vision, human-machine cooperation, traffic checking, military applications, computer games and numerous others. We can find a certain group of people who have the same intention as they commit actions and vice-versa. We can use the results to make any persuasive applications as if we measure the actual intention and action gap of a group of human being it will be very easy for us to suggest them products, foods, places etc. and make their choices persuasive.

## II. LITERATURE REVIEW

A variable that is inherently linked to the execution of intention is self-regulatory capacity. Self-regulatory capacity refers to the ability to exert control over cognition and emotion in order to organize and direct thinking towards enacting an intended behavior [20] indeed, specific facets of self-regulatory capacity have been shown to influence the prediction of health behaviors beyond that predicted by intention. For example, Mullan and colleagues have demonstrated that self-administrative limit can foresee one of a kind change in an assortment of wellbeing practices including gorge [20] and rest cleanliness [5]. Importantly, a few parts of self-guideline have been appeared to direct the connection among goal and conduct. They found that people who score lower on a target proportion of impulsivity are bound to complete their foods grown from the ground utilization aims. So also, Hall, Fong found that people who show predominant inhibitory control are increasingly fruitful in making an interpretation of aim without hesitation for physical movement and dietary conduct. At last, not just found that singular contrasts accordingly hindrance anticipated eating behavior, yet in addition that general self-administrative limit could represent fluctuation in the size of the goal conduct hole for both nibbling and leafy foods utilization.

Vanessa Allom, Barbara Mullan and Jamie Sebastian set questionnaires measuring intention and cognitive assignments estimating self-administrative limit were directed to 209 college understudies. One week later, participants reported behavior. In Study, questionnaires measuring intentions, and habit and cognitive tasks estimating self-administrative limit were regulated to 178 college understudies who announced conduct multi week later. Hierarchical regression was performed to decide if goal and features of self-administrative limit could anticipate sunscreen use and whether the connections among goal and aspects of behavior limit represented extra change in sunscreen use. Cross items between mean-focused self-administrative factors and mean-focused expectation were determined and went into the relapse to test for balance [20].

The paper contends that, albeit singular level hypotheses offer the best clarification of the mindfulness/disposition hole, network level speculations may offer the best arrangement. The paper has significant pertinence for scholastic scientists who plan to think about the mindfulness/attitude gap in a tourist setting [15].

Jessica Aschemann-Witzel and Emilie Marie Niebuhr Aagaard said that despite the fact that most shoppers hold inspirational frames of mind towards natural nourishment, demeanors show up not to make an interpretation of into individual conduct to a similar degree. It has been discovered that the significant expense and accessibility are significant explanations behind this frame of mind conduct hole, particularly among youthful shoppers. In Denmark, grocery stores offer a similarly wide natural nourishment go at generally little value premiums; notwithstanding, even in Denmark, showcase development rates are moderate. To investigate in detail youthful shopper's boundaries to follow up on their dispositions, we planned for examining their musings and item relationship at the purpose of offer. Subjective went with shopping interviews with 10 youthful purchasers holding inspirational demeanors towards natural were directed. The investigation brought about a model of the purpose of-offer considerations concerning natural nourishment, demonstrating that the conditions (anticipated quality, value premium) met in the store and the individual setting (moral convictions, family unit part impact) s way the argumentations, which lead to a decision choice and ensuing elaboration of the outcomes of this decision [1].

A. Bhattacharjee and C. Sanford extant theories of information technology usage present users' behavioral intention as the essential indicator of their IT use behavior. However, observational proof uncovers just a low-to-medium impact size for this affiliation. They consider this irregularity the 'aim conduct whole' and contend that a more clear comprehension of this hole requires a more profound hypothetical assessment of the conditions under which aims could conceivably affect conduct. Drawing on ongoing frame of mind theoretic research in social brain research, we recognize two kinds of demeanours – solid versus powerless – and propose that the goal conduct affiliation may hold for clients with solid mentalities yet is probably going to be flimsier for those with feeble dispositions. Utilizing the elaboration-probability model, we propose two components of demeanour quality important to the IT use setting – individual pertinence and related mastery – and hypotheses them to direct the goal conduct relationship in a positive way. Results from a longitudinal field overview of archive the board framework use among administrative representatives at L'viv City Hall, Ukraine bolster our hypothetical theories. Hypothetical and down to earth ramifications of our discoveries are talked about [16].

Jeffrey Michael Campbell Ann E. Fairhurst said that What would happen if all of our 'intentions' turned into actual 'behaviors'? Some like noted teacher and American administration expert Peter Drucker would contend that "Plans are just well-meaning goals except if they promptly deteriorate into difficult work". However, in numerous cases, expectations never appear into actual behaviors [10].

Gaston Godin, Mark Conner and Paschal Sheeran said that intentions aligned with moral standards better anticipate conduct contrasted and goals lined up with frames of mind. Six informational indexes anticipating practices in the wellbeing space (smoking, rolling over speed limit, applying

general precautionary measures, working out) were broke down. Directed relapse examination showed that members whose goals were progressively lined up with their ethical standard were bound to perform practices contrasted and members whose aims were increasingly lined up with their disposition. In any case, further examination demonstrated that this balance impact was possibly present when members translated the conduct in moral terms. The discoveries recommend that the hypothesis of arranged conduct should all the more unmistakably recognize the significance of disguised standards and self-desires in the advancement of one's inspiration to receive a given behavior [12].

Tony Cheng-Kui Huang, Ing-Long Wub, Chih-Chung Choub told about that improving decisional quality is essential to organizations, proceeded with utilization of DMTs is a basic issue for administrative work force. This issue for the most part concerns the eagerness of a person to partake in the conduct. It very well may be additionally characterized in a schedule based working conduct. This issue basically includes three key issues, task fit, innovation use, and propensity. This investigation along these lines incorporates task-innovation fit (TTF) model, desire affirmation mode (ECM), and propensity, to look at the determinants of proceeded with utilization of DMTs. Earlier investigations have concentrated on aim to utilize DMTs in the first run through and just thought about piece of the three issues for distinguishing the determinants. 285 respondents from administrative work force were gathered to exactly assess this examination model. [19] The three issues are exceedingly significant in affecting duration use aim of DMTs. Specifically; the errand innovation fit shows an immediate impact on two variables of the innovation use issue, client fulfilment and saw value, and a circuitous impact on duration use goal. Client fulfilment and saw helpfulness, and propensity are the key indicators of continuation use intention [19].

Emil Juvan, Sara Dolnicar said that who effectively participate in ecological insurance at home take part in excursion behavior, which has negative environmental consequences, but unexpectedly. The ecological activists taking part in the examination were exceptionally mindful of the negative natural results of the travel industry largely; however, all showed a frame of mind conduct hole, which made them feel awkward. Members did not report changing their conduct; rather, they offered a wide scope of clarifications defending their traveler exercises. Picking up knowledge into these clarifications adds to our comprehension of why it is so hard to inspire individuals to limit the negative ecological effects of their get-away and speaks to a promising beginning stage for new intercessions to diminish earth unsustainable tourism behaviors [9].

Barbara Mullan, Cara Wong, Vanessa Allom, and Sophia Laurel Pack the Theory of Planned Behavior model was huge in foreseeing the two aims and conduct. Regardless of the way that chasm shoppers and non-gorge buyers were found to shift on three of the four extents of EF, none foreseen additional change in lead. Organizing limit and obstacle control coordinated the association among

desire and direct to such a degree, that for individuals who proposed to hit the liquor hard, those with high orchestrating limit or high inhibitory control will undoubtedly avoid doing accordingly. Finishes: Interventions concentrating on hitting the container hard lead ought to mean to make orchestrating aptitudes and inhibitory control [3].

Ryan E. Rhodes and Gert-Jan de Bruijn said that the physical activity (PA) intention–behavior gap is a topic of significant contemporary research; given that the greater part of our models used to comprehend physical action propose that aim is the proximal precursor of social institution. The motivation behind this investigation was to evaluate the goal PA hole at general wellbeing rules with a meta-examination of the activity control structure. Structure. Precise audit and meta-investigation. Strategies. Writing look were directed in July 2012 among five key web crawlers. This inquiry yielded an aggregate of 2,865 conceivably [4].

Falko F. Sniehotta, Urte Scholz, & Ralf Schwarzer said that although some people may develop an intention to change their health behaviour, they might not take any action. This discrepancy has been labelled the “intention–behaviour gap.” Detailed activity arranging, saw self-adequacy, and self-administrative systems (activity control) may intervene among expectations and conduct. This was analyzed in a longitudinal example of 307 cardiovascular restoration patients who were urged to embrace or keep up customary exercise. At the first run through point, the indicators of expectation and aim itself were evaluated. Two months and after four months, the middle people and results were estimated. Results affirmed that all the three variables (arranging, support self-adequacy, and activity control) served to intervene between before practice goals and later physical movement, every one of them making a remarkable commitment. The outcomes have suggestions for investigate on the "expectation conduct hole," and demonstrate that arranging; support self-adequacy and activity control might be significant volitional factors [11].

There is presented an application, where they use online activity profiles to predict ISP client powerlessness, In their information mining model, they utilize the calculated setback to their data-mining model, and they bunch the clients by insights to get a few highlights of online conduct [7].

Regression is a data mining system used to anticipate a scope of numeric qualities, given a specific dataset. Relapse is utilized to anticipate a numeric or relentless advantageous depiction apportions information into discrete requests. The least complex and most settled sort of backslide is immediate backslide used to survey a relationship between two factors. This system utilizes the numerical equation of a straight line ( $y = mx + b$ ). In wording, this fundamentally proposes, given a chart with a Y and an X-focus point, the relationship among X and Y is a straight line with not very many exceptions. Regression measures the association between a response variable and free factors, as direct relapse, as straight backslide, and has a spot with the

gathering of exponential classifiers [18]. Vital backslide orders a discernment into one of two classes [19], and this computation examination can be used when the components are apparent or twofold. The data are researched after the discretization methodology for the constant components, similar to the Bayesian. Regression analysis is a method for numerically figuring out which of those variables does in all actuality have an impact. It reacts to the requests: Which components matter most? Which would we have the option to ignore? How do those components team up with each other? In addition, possibly specifically, how certain would we say we are these parts.

### III. METHODOLOGY

Here Intention is a psychological express that speaks to a promise to doing an activity or activities later and an activity is what a specialist does. In like manner discourse,

the term is regularly utilized reciprocally with the term "behavior". Therefore, our main target is to find the gap between the actual behavior and intention. For that reason, we set up a survey question for our experimental setup. We apply them among 92 people. From their feedback we analysis the data and find the actual gap between intention and action.

Here we set some questionnaires for our experiment and survey among 91 people and collect the data. Here we set up three segments for this experiment.

First segment is for Intention measurement like here we set some questionnaires and let them choose any one option. There are three types of questions, one is for food one is for place and one is for YouTube content. These three questions are for three criteria (Fig. 1).

Fig 1:- Survey form Segment 1(Intention)

Another one is for second segment, there also set three questionnaires for Action. We set same question as segment one and options are also same as there is three questions one is for food another id for place and last one is for YouTube content. However, main difference is that we provide some visual pictures of those options to see that what people do when he/she visualize pictures (Fig. 2).

Section 2 of 3

### Survey on Intention Vs Action (Action)

In this form consider the images you will like to have or visit.

Which food will you like to

- Burger
- Biryani
- Pizza
- Kacchi

Which place will you like to

- Saint Martin
- Sejak Valley
- Sylhet
- Coos Bazar

Fig 2:- Survey form Segment2 (Action)

Third segment is also a visualize and there are same questions as like first and second segment. This segment is also for measuring action, but main difference is that there we offer different packages and different percentage off in different product. This segment is because we want to know that if there is offers like that then what people think and what they choose (Fig. 3).

Section 3 of 3

### Survey on Intention Vs Action (Action considering offers)

Now choose the options you will like to have or visit CONSIDERING the offers.

Which food will you like to

- 30% off on Pizza
- 5% off on Kacchi
- 10% off on Burger
- 20% off on Biryani

Which place will you like to

- 10% discount on Sejak Valley for 1 day 2 nights
- 40% discount on Sylhet for 4 day 2 nights
- 20% discount on Saint Martin for 2 days 2 nights

Fig 3:- Survey form Segment3 (Action)

Here we need to compare between Intention and Action gap. We know that linear regression can be used to compare between two variables. Like when there is one dependent variable and one is independent variable then it can compare them. For that reason, we need numeric value. However, our dataset is not numeric. Therefore, at first, we need to convert the data into numeric value for our experiment.

For dataset, we consider their relation as Food, Places and YouTube content. Then we fix some fixed values for different names (Table. 1). Like,

Relation	Name	Value
Food	Pizza	1
	Burger	2
	Biryani	3
	Kacchi	4
Place	Sajek Valley	1
	Saint Martin	2
	Cox's Bazar	3
	Sylhet	4
YouTube Content	Entertainment	1
	Tech and Gadget	2
	News	3
	Tutorial	4

Table 1:- Fixed values for datasets

#### IV. RESULT & ANALYSIS

We mention that from survey we collect our dataset. There are 91 instances that we have to compare. Here we are trying to find out the gap between Intention and actual behavior. In methodology, there is mention about dataset that we converted. Here in result and analysis part different kind of algorithm will be discussed which we apply to our dataset and find some result. Regarding that result which is best for finding the gap and by which algorithm we can find those gaps. Here we try to explain those analysis.

##### A. Correlation coefficient and Mean absolute error:

Here our dataset is numeric so we can apply only some algorithms on our dataset (here we apply Linear Regression model, RandomTree, MSP & KStar). That entire algorithm has correlation coefficient and Mean absolute error. We know that correlation coefficient is a factual measure that figures the quality of the connection between the general developments of two factors. The characteristics reach out between - 1.0 and 1.0. A decided number more significant than 1.0 or not actually - 1.0 infers that there was a mix-up in the relationship estimation. A connection of - 1.0 shows

an ideal negative relationship, while a correlation of 1.0 shows a perfect positive correlation. A correlation of 0.0 shows no relationship between the movements of the two variables. Again, Mean absolute error proportion of contrast between two persistent factors.

##### B. Analysis & Result for Intention Vs Action Gap (Food Dataset)

➤ *Analysis with linear regression:* Here we first consider the Food dataset (normal intention vs visual action). First, we apply linear regression. We know that linear regression is a fundamental and typically used kind of perceptive examination. The general idea of backslide is to take a gander at two things: first does numerous pointer factors work brilliantly in envisioning an outcome variable and afterward which factors explicitly are basic markers of the outcome variable. The simplest form of the regression equation with one dependent and one independent variable is defined by the formula  $y = m \cdot x + c$ , where  $y$  = dependent variable score,  $c$  = constant,  $m$  = regression coefficient, and  $x$  = independent variable.

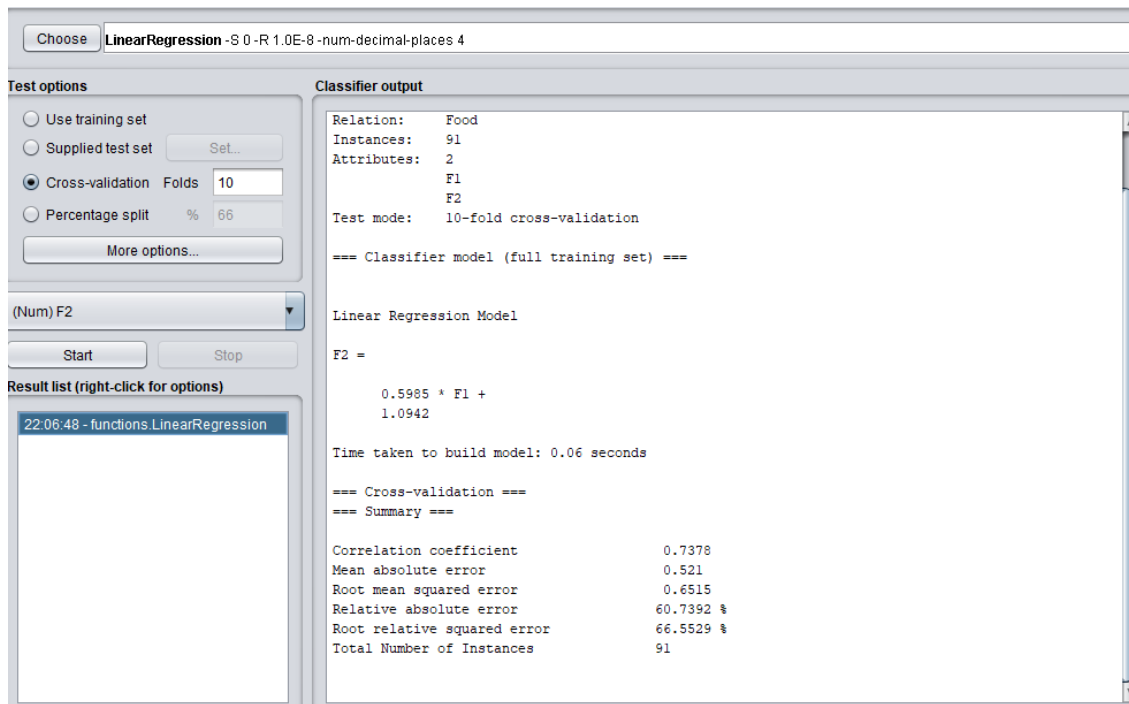


Fig 4:- Linear Regression

Here we find the regression line,  $F2 = 0.5985 * F1 + 1.0942$  (Fig. 4). The correlation coefficient is 0.7378 and Mean absolute error is 0.521. It means that connection between dependent and independent variable is 0.7378 and there each prediction error is 0.521 it means that it cannot predict that part.

➤ *Analysis with KStar algorithm:* Then we apply KStar algorithm, is an intention-based classifier that is the class of a test occasion depends on the class of those preparation occurrences like it, as dictated by some similitude work. It varies from other occurrence-based students in that it utilizes an entropy-based separation work. where we find this result.

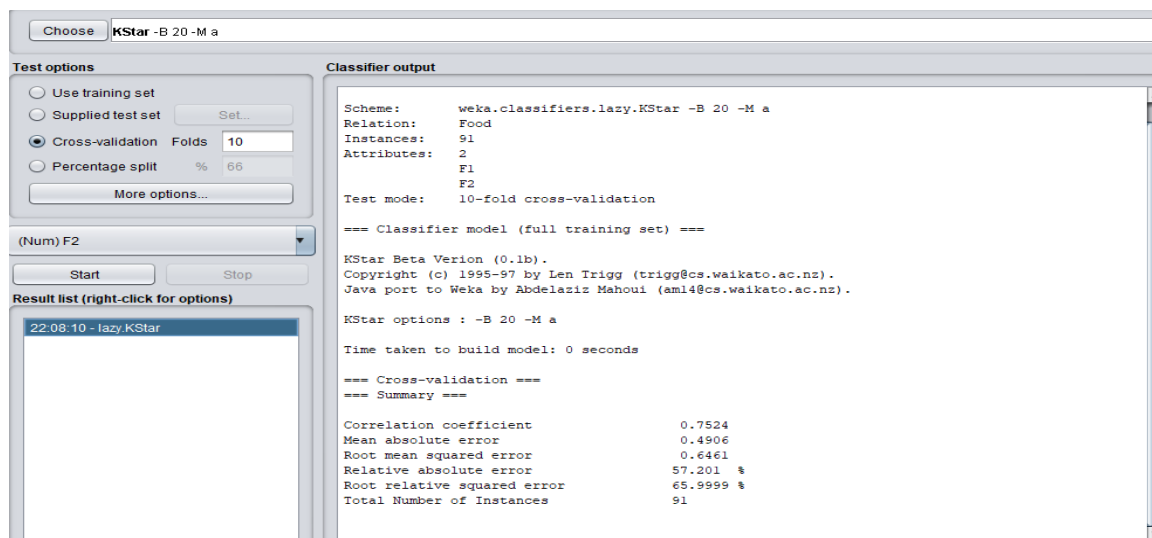


Fig 5:- KStar Algorithm

The correlation coefficient is  $0.7524 \approx 0.753$  and Mean absolute error is 0.4906 (Fig. 5). It means that connection between dependent and independent variable is 0.7524 and there each prediction error is 0.4906 it means that it cannot predict that part.

➤ *Analysis with Random Tree:* After that, we apply Random Tree. Random tree is an assortment (gathering) of tree indicators that is called woodland further in this area. The grouping functions as pursues the arbitrary trees classifier takes the information highlight vector, orders it with each tree in the timberland, and yields the class mark that got most of "cast a ballot". If there should arise an occurrence of a relapse, the classifier reaction is the normal of the reactions over every one of the trees in the backwoods. Then find this result,

```

scene:      weka.classifiers.trees.randomtree -k 0 -m 1.0 -v 0.001 -> 1
Relation:   Food
Instances:  91
Attributes: 2
            F1
            F2
Test mode:  10-fold cross-validation

=== Classifier model (full training set) ===

RandomTree
=====

F1 < 2.5
|   F1 < 1.5 : 1.83 (24/0.47)
|   F1 >= 1.5 : 1.88 (8/0.11)
F1 >= 2.5
|   F1 < 3.5 : 2.74 (23/0.19)
|   F1 >= 3.5 : 3.58 (36/0.47)

Size of the tree : 7

Time taken to build model: 0 seconds

=== Cross-validation ===
=== Summary ===

Correlation coefficient      0.753
Mean absolute error         0.4987
Root mean squared error    0.6355
Relative absolute error     58.1416 %
Root relative squared error 64.9172 %
Total Number of Instances   91
    
```

Fig 6:- Random Tree algorithm

The correlation coefficient is 0.753 and Mean absolute error is 0.4987. It means that connection between dependent and independent variable is 0.753 and there each prediction error is 0.4987 (Fig. 6) .It means that it cannot predict that part.

➤ *Analysis with M5P algorithm:* Then we apply M5P algorithm. It is a reproduction of Quinlan's M5 algorithm for stimulating trees of relapse models. M5P combines a regular choice tree with the probability of direct decline capacities at the centers. Initial, a choice tree acceptance calculation is utilized to assemble a tree, however as opposed to boosting the data gain at each internal center; a parting paradigm is utilized that limits the intra-subset variety in the class.

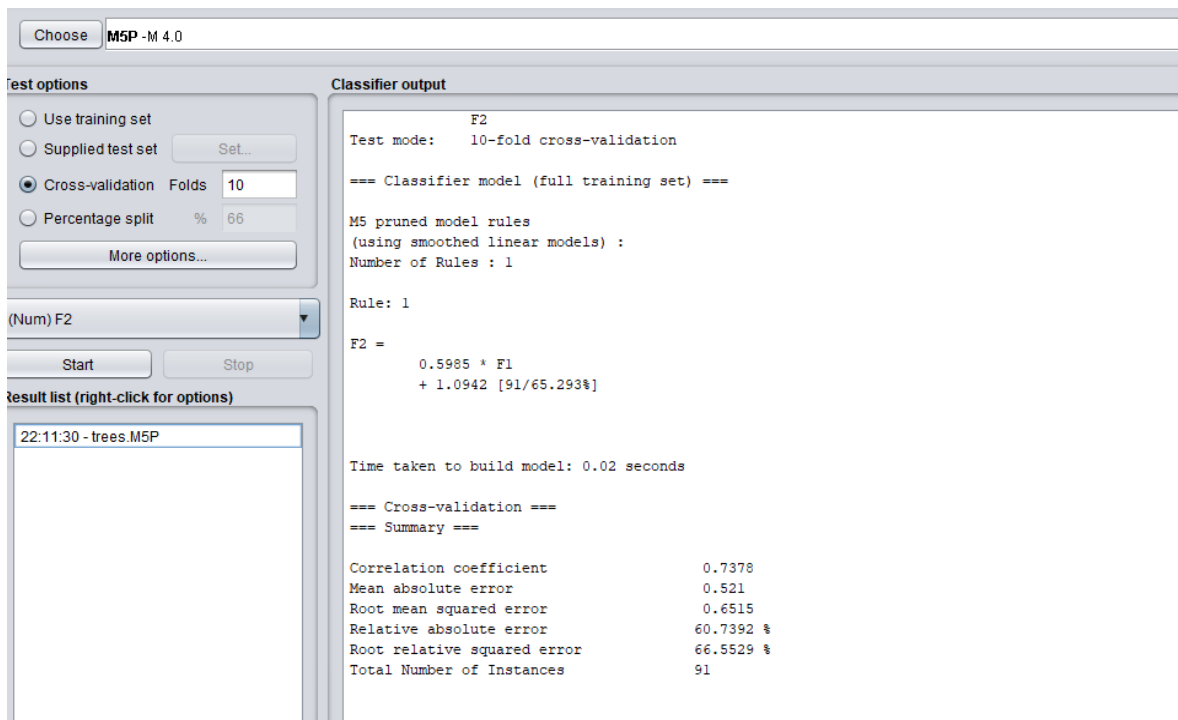


Fig 7:- M5P algorithm



Here we find the line,  $F2 = 0.5985 * F1 + 1.0942$ . The correlation coefficient is 0.7378 and Mean absolute error is 0.521. It means that connection between dependent and independent variable is 0.7378 and there each prediction error is 0.521 (Fig. 8) .It means that it cannot predict that part.

➤ **Result:** For, Food dataset among all those algorithms we can find gap between dependent variable (Intention) and independent variable (Action). All the results are close enough. However, from the result we can find correlation coefficient of KStar is higher than the other algorithms because correlation coefficient is high of Kstar but equal as RandomTree but mean error is lower

than the RandomTree algorithm. So, with RandomTree we can find more accurate relational gap between them.

**C. Analysis & Result for Action against Intention (Tourist Place Dataset):**

For Tourist place dataset, we want to predict actual action against intention. Here we apply Naïve Bayes algorithm. We know that, Naïve Bayes classifiers are a collection of grouping calculations dependent on Bayes' Theorem. It is anything but a solitary calculation however a group of calculations where every one of them share a typical standard, for example each pair of highlights being arranged is free of one another. Here for this dataset it can correctly classify 63 instances and cannot classify 26 instances.

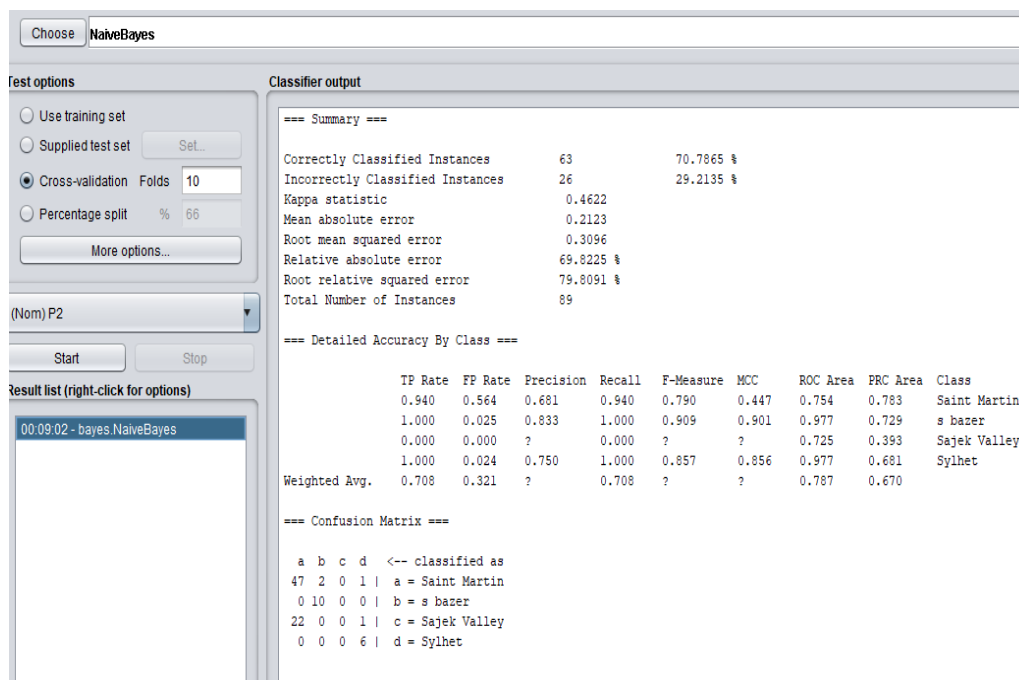


Fig 8:- Naïve Bayes

From Confusion Matrix, out of 50 persons intended to go to Saint Martin 47 went to Saint Martin; there were no intention action gap. They went to the place they intended to go. However, 2 people went to Cox's Bazar and 1 person went to Sylhet, there were intention action gap. 10 persons intended to go to Cox's Bazar, and they all went to Cox's Bazar. There was no intention-action gap. Out 6 persons intended to go to Sylhet, and they all went to Sylhet. There was no intention-action gap at all. (Fig. 8)

We said that, here we are trying to predict the data that is more accurate (doing action prediction against intention). Therefore, here we consider precision of different

individuals. We know that, in pattern recognition, data recovery and classification (AI) is the part of applicable occasions among the recovered examples. Precision is utilized with review, the percent of every single important report that is returned by the hunt. Here where precision rate is high that has been classified the right instances against intention.

In this analysis, we applied NaïveBayes and found some precision against our dataset attributes (Table. 2). It classified into some classes. Here for places precision is given below.

Class	Precision
Saint martin	0.681
Cox's Bazar	0.833
Sajek Valley	null
Sylhet	0.750

Table 2:- Precision against Naïve Bayes

We know that if precision rate is high then it can correctly classify the instances. It means that for intention and actual action which people think that he/she wanted to go there they actually went there. As, precision of Cox's Bazar is high, and it can be said that people whom intend to go Cox's Bazar they actually went there. That means, that group of people who choose Cox's Bazar does not have much difference between their intention and action. So, what they think they like, they actually will.

## V. FUTURE WORK & CONCLUSION

### A. Future Work:

Here we just find the action and intention gap. Here is some limitations that we cannot predict the data against particular person we just can predict from the overall dataset. Therefore, we tried to find the relation between intention and action. So, we can say that if he/she does things according to their intention or not. In future, we are trying to find with cognitive model. We know that Cognitive modelling is an area of computer science that deals with simulating human problem-solving and mental processing in a computerized model. Such a model can be used to simulate or predict human behavior or performance on tasks similar to the ones modelled and improve human-computer interaction. Cognitive model is utilized in various manufactured brainpower applications, for example: master frameworks, normal language handling, neural systems and in applied autonomy and augmented reality applications.

Large-scale behavioral datasets enable researchers to use complex machine learning algorithms to predict human behavior, however this expanded prescient power does not generally prompt a superior comprehension of the conduct being referred to. In this paper, we layout an information driven, iterative methodology that enables subjective researchers to utilize AI to create models that are both interpretable and precise. We show this technique in the area of good basic leadership; where standard trial approaches intention recognize important rules that affect human decisions, however, neglect to sum up these discoveries to circumstances that spot these standards in struggle. The as of late discharged Moral Machine dataset enables us to manufacture an amazing model that can foresee the results of these contentions while staying sufficiently basic to clarify the premise behind human choices. So in future, our research work and dataset will be very huge and vast for that reason we need to work with cognitive model. Finally, we want to use that model into our research work so that we can find an improved prediction. Here we just find the gap between intention & action and action possibility against intention. In future, we will try to predict the possibility of intention. Again, Persuasiveness is the nature of having the option to make you need to do or accept a specific thing. We want to make it persuasive according to our choice of interest. We will use this intention action gap for better persuasiveness.

### B. Conclusion:

Our purpose is to find the action and intention gap. We know that intention is idea that you plan or expect to do. If you mean something, it is an intention. Your goal, reason, or point is your intention. It is something you intend to do, regardless of whether you appeal it off or not. It means that intention is someone's mental state that he/she is thinking to do something. When they do that thing then it is an action. We know that, Human action is purposeful behavior. Or we may say: Action is will placed into activity and changed into an organization, is focusing on closures and objectives, is the sense of self's significant reaction to improvements and to the states of its condition, is an individual's sensible acclimation to the condition of the universe that decides his life. Therefore, our research work is to find the gap between action and intention. Here for that reason we work with some dataset. We collect the data from a survey, which is made by us. We do the survey because we need some data and from those data, analysis and we have some result. In methodology, we describe about our working process. There we mention about our dataset. Then by doing analysis we have some result. We found the relation between action and intention and have the gap between them. Again, we apply different algorithm and among those algorithms, we found that algorithm that can measure the gap or relate them. Here Random tree algorithm can relate them more because its correlation coefficient is higher than others. So, form this we can find the gap between them. Again, from linear regression we find the regression line and find the dependency between intention and action. Here we are trying to find the action against intention. Therefore, for that reason, we find some precision value against our dataset and from those precision we found that people whom intent to go somewhere but they do that in action. In future, we want to work more with this. We want to predict the actual intention against human and want to make a framework, which will be useful for this research field.

## REFERENCES

- [1]. Aagaard, J. Aschemann-Witzel and E. Marie Niebuhr, "Elaborating on the attitude-behaviour gap regarding organic". *International Journal of Consumer Studies* ISSN 1470-6423, pp. 550-558, 2014
- [2]. E. Ardener, *Social Anthropology and Language*. A. S. A. Monographs. pp. 10, 1971
- [3]. B. Mullan, C. Wong, V. Allom, S. Laurel Pack, "The role of executive function in bridging the intention-behaviour gap for. *ScienceDirect*", pp. 1023-1026, 2011
- [4]. R. E Rhodes, G. de Bruijn, "How big is the physical activity intention-behaviour. *British Journal of Health Psychology*", 18, 296-309, pp. 2013
- [5]. C. Sujay Carlos, M. Yalamanchi, "Intention Analysis for Sales, Marketing and Customer Service. *Proceedings of COLING*". pp. 33-40, 2012

- [6]. V. R. Carvalho, Improving email speech act analysis via n-gram selection. In Proceedings of the HLT/NAACL 2006 (Human Language Technology conference - North American chapter of the Association for Computational Linguistics) - ACTS Workshop. New York City: North American chapter of the Association for Computational Linguistics, 2006
- [7]. P. R. Cohen, J. Morgan and M. E. Pollack , Intentions in Communication. The MIT Press. pp. 511-520, 1990
- [8]. E. konin "The Nature of Human Action". Routledge, 08 Dec 2014.
- [9]. E. Juvan, S. Dolnicar, " The attitude–behaviour gap in sustainable tourism. *Annals of Tourism Research*, pp. 76–95, 2014
- [10]. E. Fairhurst, J. Michael Campbell Ann, " International Journal of Retail & Distribution Management". Emerald, 2016
- [11]. F. F. SNIEHOTTA, U. SCHOLZ, " Bridging the intention–behaviour gap: Planning" ,pp. 143–160. April,2005
- [12]. G. Godin , M. Conner and P. Sheeran ,"Bridging the intention–behaviour ‘gap’: The role of. *British Journal of Social Psychology*",vol. 44, pp. 497–512, 2005
- [13]. J. L. Allana, M. Johnston and N. Campbell , " Missed by an inch or a mile? Predicting the size of executive control." *Routledge*, Vol. 26, No. 6, 635–650, June 2011
- [14]. K. Cho, B. van Merriënboer, C. Gulcehre, D. Bahdanau, F. Bougares, H. Schwenk, Y. Bengio, "Learning Phrase Representations using RNN Encoder-Decoder for Statistical Machine Translation," in *EMNLP*. pp. 1724–1734, 2014
- [15]. R. Antimova, J. Nawijn and p. Peeters " The awareness/attitude-gap in sustainable". *VOL. 67 NO. 3 2012*, pp. 7-16, 2012
- [16]. C. Sanford, A. Bhattacharjeea , "The intention–behaviour gap in technology usage: the moderating role of attitude strength". *Information Systems and Decision Sciences*, University of South Florida, Tampa, FL, USA; (pp. Vol. 28, No. 4, 389–401). July–August 2009: Taylor & Francis, 2009.
- [17]. J. Schmidhuber and S. Hochreiter, "Long short-term memory," *Neural Computation*. vol. 9, no. 8, pp. 1735– 1780, 1997
- [18]. T. Reutera, J. P. Ziegelmann , " Planning bridges the intention–behaviour gap: Age makes". *Vol. 25, No. 7*,pp. 873–887, September 2010
- [19]. T. Cheng-Kui Huang, I. Wu, C. Chou, " Investigating use continuance of data mining tools. *International Journal of Information Management*",pp. 791–801, 2013
- [20]. V. Allom, B. Mullan and J. Sebastian, " Closing the intention–behaviour gap for sunscreen use and sun. "Routledge. Sydney, NSW, Australia: School of Psychology, University of Sydney, Sydne, pp. Vol. 28, No. 5, 477–494, 2013