

The MTAM theory was introduced in July 2023

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On July 19, 2022, a research paper presenting the Mindsponge Technological Acceptance Model (MTAM) was officially published in the journal *Humanities and Social Sciences Communications*, which can be accessed in full text at <https://www.nature.com/articles/s41599-023-01837-1>

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Machines that feel: behavioral determinants of attitude towards affect recognition technology—upgrading technology acceptance theory with the mindsponge model

[Peter Mantello](#) , [Manh-Tung Ho](#) , [Minh-Hoang Nguyen](#)  & [Quan-Hoang Vuong](#)

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Introduction of MTAM [1].

Bayesian Mindsponge Framework (BMF) [2] and Mindsponge theory (MT) [3] contributed to the production, reinforcement of content, and persuasion of reviewers and editors before the study was approved for publication.

A subtle yet significant aspect that may not always be apparent at first glance is that the formation and existence of the MT [3] do not necessarily imply competition for position or influence with other theories in the fields of social sciences, humanities, or cognition. Instead, it plays a supportive role and creates a framework to improve the analytical approach, particularly through BMF analytics [2]. In other words, MT coexists harmoniously with the development of other theories.

MTAM [1] provides further evidence to clarify the above statement.

References

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3. Vuong, Q. H. (2023). *Mindsponge Theory*. Walter de Gruyter GmbH. <https://www.amazon.com/dp/B0C3WHZ2B3>