

# Bachelor Thesis/ Semester Thesis

## Exploring Chatbot Characteristics for effective Human-AI Interaction

### Background:

The increasing prevalence of chatbots in everyday life highlights the importance of effective communication between humans and AI systems. However, user trust in these chatbots is crucial for their effective use. Especially in high-stakes scenarios, communication or interaction with the system is vital, and integrating principles of ethos (credibility), pathos (empathy), and logos (reasoning) can significantly influence user perceptions.

### Objective:

This thesis aims to identify key chatbot characteristics that influence human-AI interaction and to categorize these characteristics into the classical rhetorical elements of ethos, pathos, and logos through an expert round. The findings will contribute to the design and development of AI systems that foster better engagement and user satisfaction.

### Tasks:

- Literature Review (Chatbot design, human-AI communication)
- Expert round to categorize characteristics under ethos, pathos, and logos for a conceptual framework
- Defining guidelines for human-chatbot interaction design

### Requirements:

- Interest in Human-AI Interaction, chatbots
- Experience with interviews or user research techniques
- Familiarity with chatbot interfaces or AI tools

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