

Master Thesis/ Semester Thesis

Analysing Impact of 'Ethos, Pathos, Logos' based Communication in Healthcare Conversational Agents

(Use Case: Diagnosis or Symptom Checkers)

Background:

Healthcare chatbots are becoming increasingly common, assisting users with medical information and advice. 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 project aims to conduct a user study to analyse the effects of these features on user trust and acceptance of chatbots in the medical diagnosis field and identify preferred communication strategies.

Tasks:

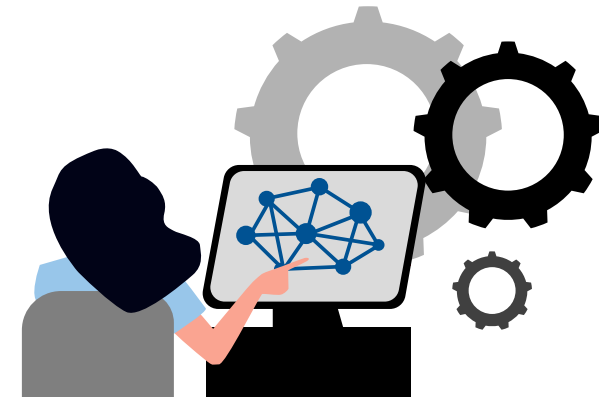
- Design of user study (definition of variables, scenarios, chatbot interactions)
- Data collection and analysis
- Evaluating and interpreting the results to develop a user model or algorithm to predict a suitable communication strategy

Requirements:

- Interest in Human-AI Interaction, healthcare technology
- Proficiency in data collection, statistical analysis, and interpretation
- Experience in designing and conducting user studies

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Kontaktperson:

Rutuja Joshi

rutuja.joshi@tum.de

0162 206 2924

MW3329