
USF Virtual Chatbot – Ask Finn

Part 1

This assignment requires you to write a critique of the persuasive impact of a virtual agent by considering what it would take for a virtual agent to be believable, trustworthy, and convincing.

Look at a website that has a virtual assistant and answer the following questions. Some examples are: Julie from Amtrak, Erica from Bank of America, or even Siri, Alexa, or the Google assistant. USF also has a chatbot you can try here: <https://www.usf.edu/financial-aid/> (Links to an external site.)

1. What does the virtual agent do?

Finn, answers financial aid questions.

2. Does it elicit an emotional response from you? If so, what kind?

No, he just answers questions and gives links.

3. What kind of personality does it have? How is this expressed?

He has very dull personality due to the quick response and the three options (suggestions, videos, and links) that help but have no personality to them. I even asked how he was doing and he wrote, "Doing well." with the period and all.

4. What is its appearance like? Is it realistic or cartoon-like?

- o If the virtual agent doesn't have a "face", that is okay. You can simply mention that it does not have facial expressions. If any other question that does not apply, just explain why.

His appearance is a cartoon there is a picture shown. He is a cartoon white male with black hair and blue eyes.

5. Where does it appear on the screen?

It appears on the right of every message like a text from a phone.

6. How does it communicate with the user (text or speech)?

He communicates by text.

7. Is the level of discourse patronizing or at the right level?

Right level because he answers with no emotions and gets straight to the point.

8. Is the agent helpful in guiding the user towards making a purchase or finding out something?

Finn Guides users to finding out information not making purchases.

9. What gender is it? Do you think this makes a difference?

The gender is male. I think they are trying to be more appealing to the female audiences because as of right now more women are in colleges other than men.

10. Would you trust the agent to the extent that you would be happy to buy a product from it or follow its guidance? If not, why not?

No, because I do not connect with the bot. If the bot felt more live and relatable I would but, its so dull and boring.

11. What else would it take to make the agent persuasive?

Overall, better personality or at least responses from Finn.

Age Emotion Detector

Part 2

This activity requires you to try one of the emotion recognition apps available and to see how well it fares in recognizing different people's facial expressions.

Download the *AfdexMe* app or *Age Emotion Detector* for Apple or Android. Take a photo of yourself looking natural and see what emotion it suggests.

1. How many emotions does it recognize?

When I tried a neutral emotion and got 98% neutral, 1% contempt, and an age of 19.

2. Try to make a face for each of the following: sadness, anger, joy, fear, disgust, and surprise. After making a face for each, see how well the app detects the emotion you were expressing.

When I tried each face, I still got mostly content and neutral except for when I was disgusted or surprised, then it suggested that I was surprised for both.

3. Ask a couple of other people to try it. See whether you can find someone with a beard and ask them to try, too. Does facial hair make it more difficult for the app to recognize an emotion?

I live by myself and with this pandemic I couldn't find the time to ask anyone to do the facial recognition for me.

4. What other application areas do you think these kinds of apps could be used for besides advertising?

Facial apps can be used to store information, showing future ages, unlocking locked apps or devices, and making emojis with your face.

5. What ethical issues does facial recognition raise? Has the app provided sufficient information as to what it does with the photos taken of people's faces?

For the Aging app it did not tell me what the pictures were going or how it was being used and stored. The ethical problem is that people can take images and use them for personal gain. For instance, it could be able to lock things in another app and steal information throughout your phone, laptop, etc.

6. How well would the recognition software work when used in a more natural setting where the user is not making a face for the camera?

It will work fine because it takes peoples features and outlines while, adjusting with the faces of the person to fit any setting. If it was not for this assignment I would have never even used the app because I do not trust in things like that because of the ethical and moral reasons of people that might be different from mines.

