

Introduction

When people use various online services and platforms, from social media to online events, dating and shopping, this generally requires some degree of information disclosure. With the increasing use of robotic agents and AI underlying customer services, one of the core questions is what makes people decide to trust and engage in continued interactions that involve the disclosure of personal and potentially sensitive information.

Research Questions

This study aims at investigating how trust is formed online between different interaction partner i.e. human and robotic agent. Moreover what is the effect of linguistic cues on perceived trust and self-disclosure?

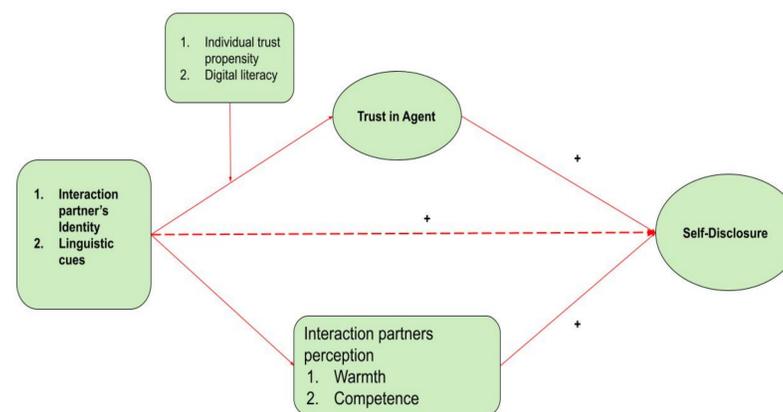
Hypotheses

Interaction partner's identity influences self-disclosure in a way that in human condition, it will influence positively due to higher perception of warmth and competence towards the agent. And in Robot condition it will negatively influence because of the lower perception of warmth and competence towards the agent. Where as in undisclosed condition, we predict the same outcome.

It is hypothesized that agent with personalized/highly formal linguistic cues will

elicit higher perception of trust in partner resulting in higher degrees of self-disclosure. whereas agents with moderately formal linguistic cues will elicit lower perception of trust in interaction partner, hence resulting in lower amount of self-disclosure. Agents with machine like language will influence the perception of trust and self-disclosure negatively

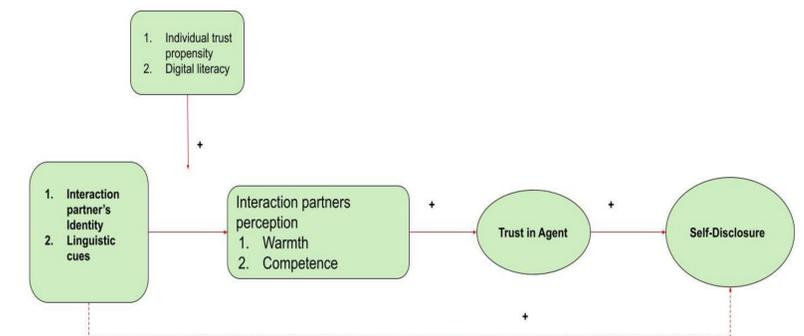
Research framework



Research design

In this study, we use a 3x3 between subjects experimental design to test the effects of different types of agents (agent identity: human/robotic/undisclosed) and richness in linguistic cues (high/low/no cues) on the willingness to disclose personal information. Data shall be collected from Prolific.

Research framework 2



Contribution

Our study contributes to understanding the underlying psychological processes in online trust formation and provides insights for fraud prevention and the improvement of online customer services. Moreover, this study will also be useful for optimizing the humanoid robot interaction

References

- Crisp, C. B., & Jarvenpaa, S. L. (2013). *Journal of Personnel Psychology*, DOI: 10.1027/18665888/a000075
- Thomaz, et al, (2020) *Journal of the Academy of Marketing Science*, DOI.org/10.1007/s11747-019-00704-3

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