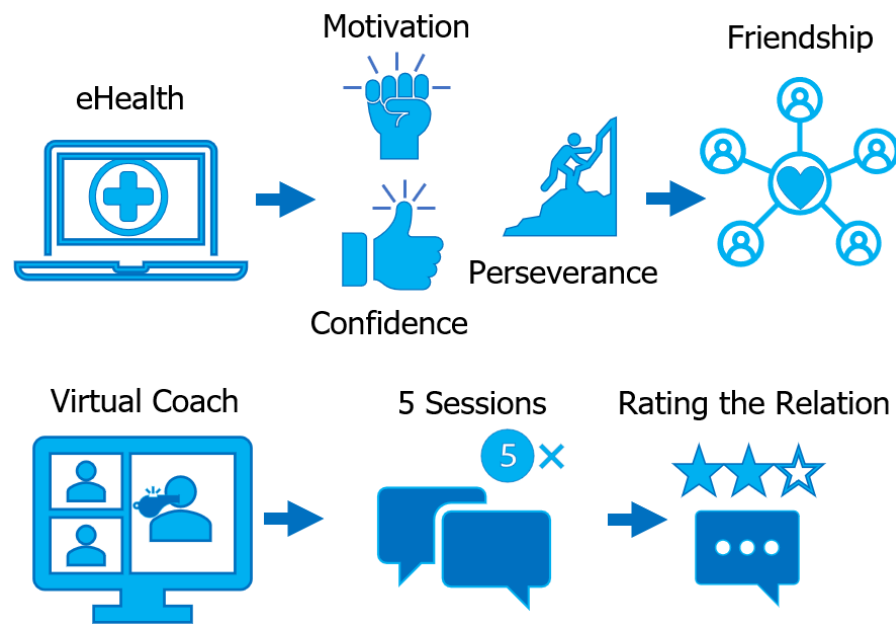


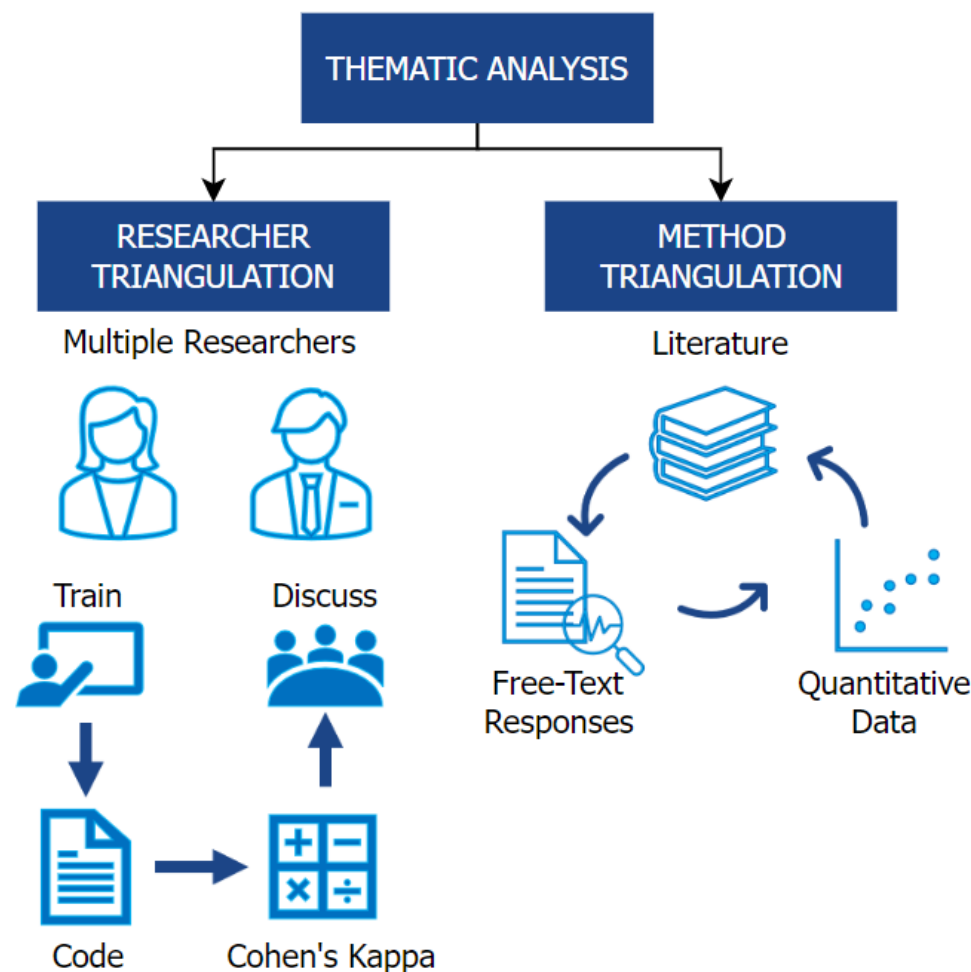
1. BACKGROUND



2. RESEARCH QUESTION

What are the reasons for seeing the virtual coach as a stranger or friend?

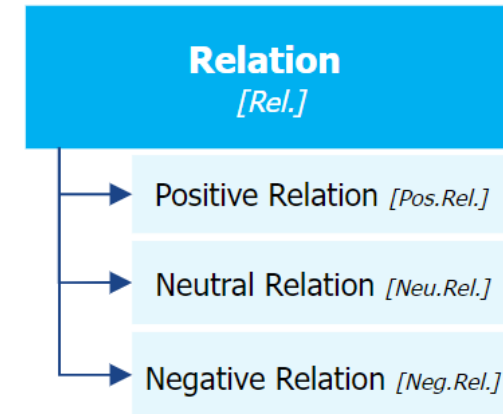
3. METHOD



4. RESULTS

Positive Characteristics [Pos.Char.]

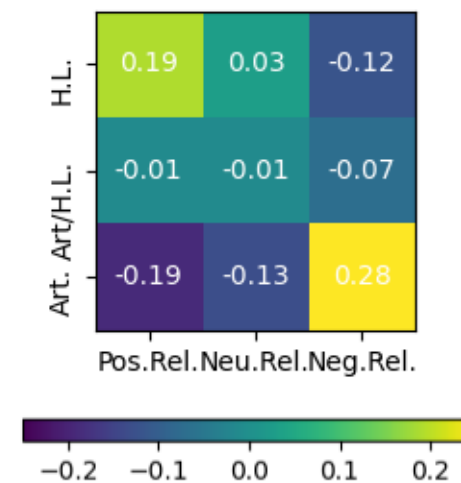
- "He was a **straightforward, friendly** guy" (P4e) [1]
- "A **kind** person..." (P4d) [1]
- "Sam makes a **good coach**" (P4f) [1]
- "Sam was very **polite** ..." (P4b) [1]
- "No a very close friend, but a **helpful** person" (P4g) [1]



Perception [Perc.]

- Human-Like [H.L.]
- Artificial but Human-Like [Art./H.L.]
- Clearly Artificial [Art.]

Heatmap for Rel. and Perc.



Opinions Chat [Op. Chat]

- Good Chat [G.C.]
- Objections to the Chat [Obj. Chat]
- "Friendly and caring **tone** ... talking to a **real person**" (P9b) [1]
- "Sam generally **responded well** to my answers" (P9c) [1]
- "**..same answer** to each response" (P10g) [1]
- "**..manly clicking and typing**..." (P10b) [1]

Impersonal [Imp.]

- "He **didn't know** anything about **me** other than I smoke" (P8g) [1]
- "It was a **one size fits all** ..." (P8f) [1]
- "A machine who **I cant see, dont know**..." (P8h) [1]
- "**..doesn't feel personal** enough to call it a friend" (P8i) [1]

5. RECOMMENDATIONS

- Feature a positive character
- Be perceived as human
- Capable of pleasantly conversing

6. FUTURE WORK

- What traits define a positive character?
- What leads to a human-like perception?
- What makes the conversation pleasant?
- What is the impact of impersonality?