

# Dynamically Aligning the Conversational Style of a Conversational Agent

## 1. Background

- Conversational agents experience rapid growth
- Application domain includes customer service, sales, crowdsourcing, personal assistance and more

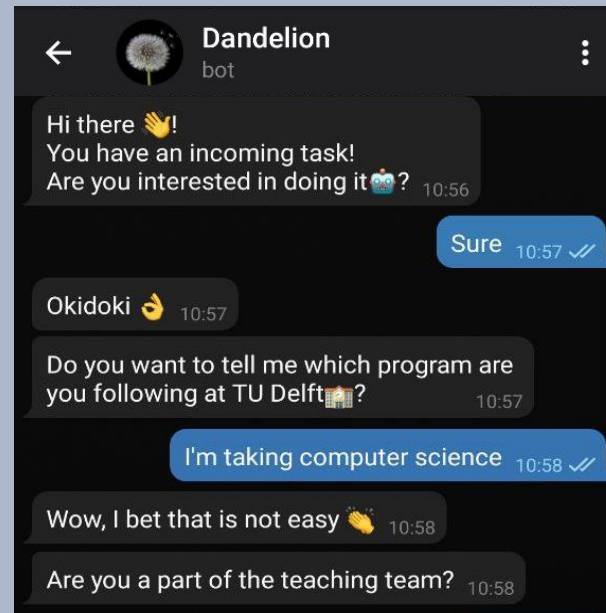
## 2. Problem Analysis

- There is a large gap between user expectations and chatbot capabilities
- Users often avoid talking to a chatbot because they find the conversation style inappropriate

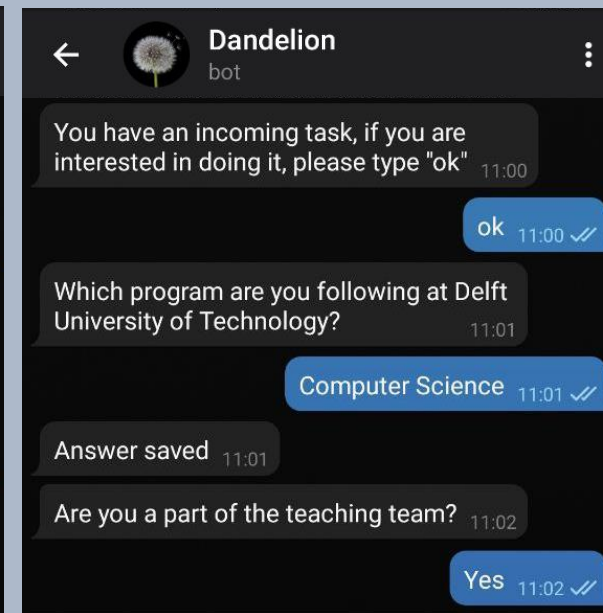
## 3. Research Questions:

How does dynamically aligned conversation to the user's preferred conversation style increase satisfaction and engagement?

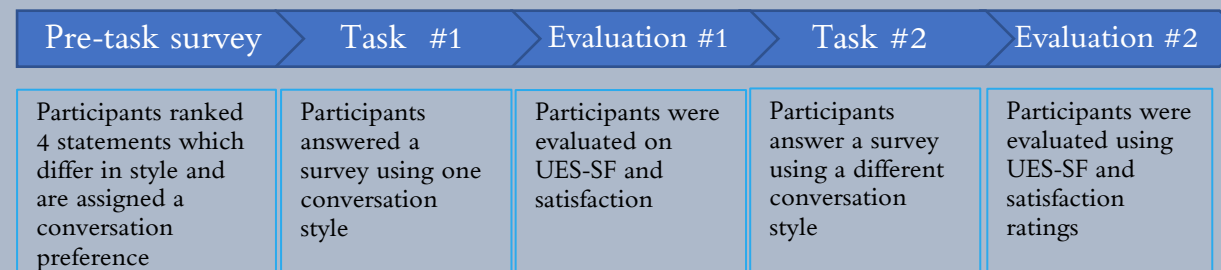
### Informal



### Formal



## 4. Methodology



## 5. Results

Experiment included 30 participants

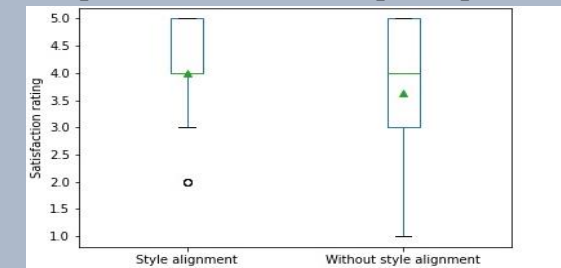


Figure 1: Comparison of averaged satisfaction scores

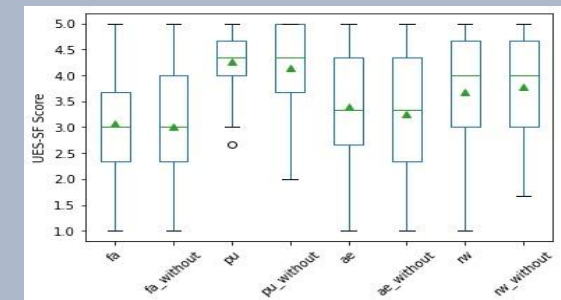


Figure 2: Comparison of averaged engagement (UES-SF) scores

## 6. Conclusions

- Style alignment can have an influence on user satisfaction
- Style alignment has little to no influence on engagement
- Large majority preferred formal conversation style