# Dynamically Aligning the Conversational Style of a Conversational Agent

**Formal** 



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## 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

#### **Dandelion** Dandelion Hi there **\*\***! You have an incoming task, if you are You have an incoming task! interested in doing it, please type "ok" 11:00 Are you interested in doing it ? 10:561 Which program are you following at Delft Okidoki 👌 10:57 University of Technology? Do you want to tell me which program are Computer Science 11:01 // you following at TU Delft ?? Answer saved 11:01 I'm taking computer science 10:58 Are you a part of the teaching team? 11:02 Wow, I bet that is not easy 👋 10:58 Are you a part of the teaching team? 10:58

Informal

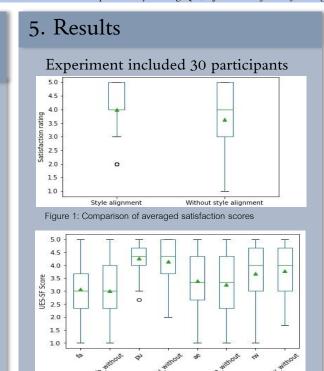
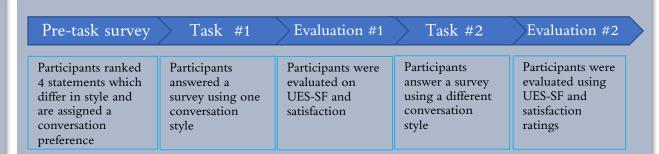


Figure 2: Comparison of averaged engagement (UES-SF) scores

## 3. Research Questions:

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

# 4. Methodology



#### 6. Conclusions

Yes 11:02 W

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