First Iteration
Ethical Framework

Second Iteration
Crafting the agents

Tom

Emma

Jamie

Third Iteration
Calibrate !
Gender X Metaphor

Gender Stereotype

Ethics, Gender, and Agents

The Role of Designers in
Conversational Agent Design

TU Delft

@SLA
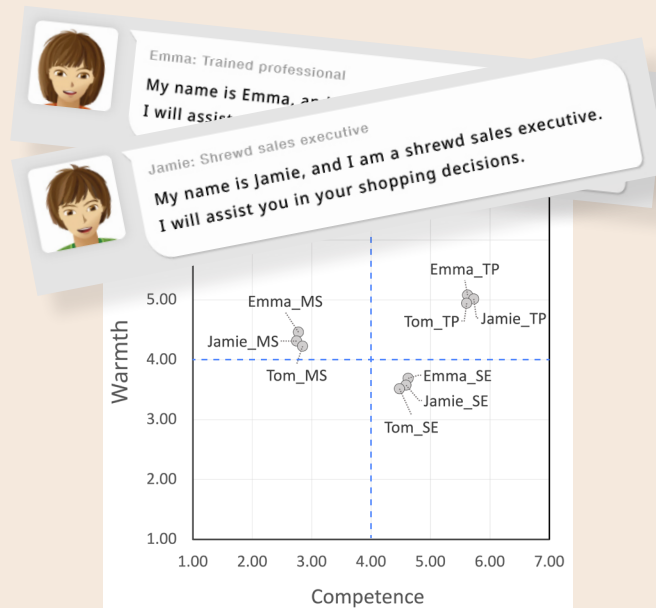BD@S
LABD

1 Ethical Framework

First, we (1) reviewed previous research on CA gender identity design and identified research gaps, (2) anaylzed the CA gender design dilemma into three layers, (3) proposed dialogical ethics as potential ethical framework for CA desigenrs.

Interactional Qualities **Goal-Orientation** **Societal Issues**

The Goal

Plan — Compare

Specify — Interpret

Perform — Perceive

The World

2 Crafting Agents

Second, we conducted mixed-method study. Here we (1) show the effect of textual metaphor persisted when they had gender cues including avatars, (2) analyzed thematic analysis and report qualitative insight on user perceptions

Emma: Trained professional
My name is Emma, an ...
I will assist ...

Jamie: Shrewd sales executive
My name is Jamie, and I am a shrewd sales executive.
I will assist you in your shopping decisions.

Warmth vs Competence scatter plot:
- Emma_TP
- Tom_TP — Jamie_TP
- Emma_MS
- Jamie_MS
- Tom_MS
- Emma_SE
- Jamie_SE
- Tom_SE

Calibrate!
Gender X Metaphor

Finally, we conducted mixed-method study. Here we (1) show the effect of textual metaphor persisted when they had gender cues including avatars, (2) analyzed thematic analysis and report qualitative insight on user perceptions

Design Guideline

01.

Brainstorm your metaphor in the Warmth-Competence axis

02.

Try to Stick to high-warmth metaphor

03.

Be aware of the trade-offs of using high-competence metaphor

04.

Using an adjective can help in forming the metpahor

05.

Introduction messages matter

06.

Pick metaphors that matches the task characteristic