マルチエージェント説得における集団意識構築が与える影響

Effect of Group Consciousness on Multi-Agent Persuasion

藤原規行、小林一樹、北村泰彦

We discuss the effect of the number of persuasive agents in case of creating group consciousness users. We use "desert survival problem" to measure the performance of persuasion. Agents recommend an item for surviving in a desert and explain two reasons. The result shows that as the number of agent increases, the performance of persuasion degrades. This is because the users have a negative feeling when they are persuaded by many agents. In the next experiment, we create a stage that constructs the group consciousness between the user and the agents. We expect that the performance of persuasion increases as the number of agents increases.