

説得エージェントへの説得戦略の実装

Implementation of Persuasion Strategy for persuasive Agents

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Persuasive agent, which is a conversational agent with persuasive mechanism, is expected to be a virtual salesman on the Internet in the future. In a persuasive conversation, the persuasive agent can increase the persuasiveness by using a strategy, for instance the agent changes the way of persuasion according to the reaction of its counterpart. However, the persuasion strategy was not represented in a separated way in the our previous system, and the persuasiveness strongly depended on the designer of the agent. In this work, we break down the persuasive conversation into small segments and express the persuasion strategy in the sequence of the segments. We also set the goal of persuasion to be achieved in the segment and can represent branches or loops to ensure the degree of freedom in the persuasion strategy. In each segment, the conversation is represented as a goal-oriented conversation model that terminates with a state of success or failure, and the content of the conversation is provided by human persuaders by using the Wizard of Oz method.