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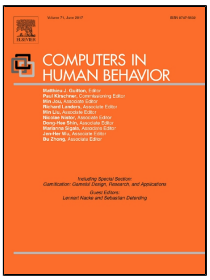

Persuasive Computing: Feeling Peer Pressure from Multiple Computer Agents

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Persuasive Computing:

Feeling Peer Pressure from Multiple Computer Agents

Research Highlights:

- Sharing the same cues with computer agents led to group identification.
- Group identification with computer agents predicted social presence.
- Computer users could conform to multiple computer agents' group norms.
- Conformity to computer agents depended on their experience of social presence.
- Users' trust in computer agents depended on their experience of social presence.

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