

Virtual assistant for Trust calibration in automated driving: Anthropomorphism as a Factor

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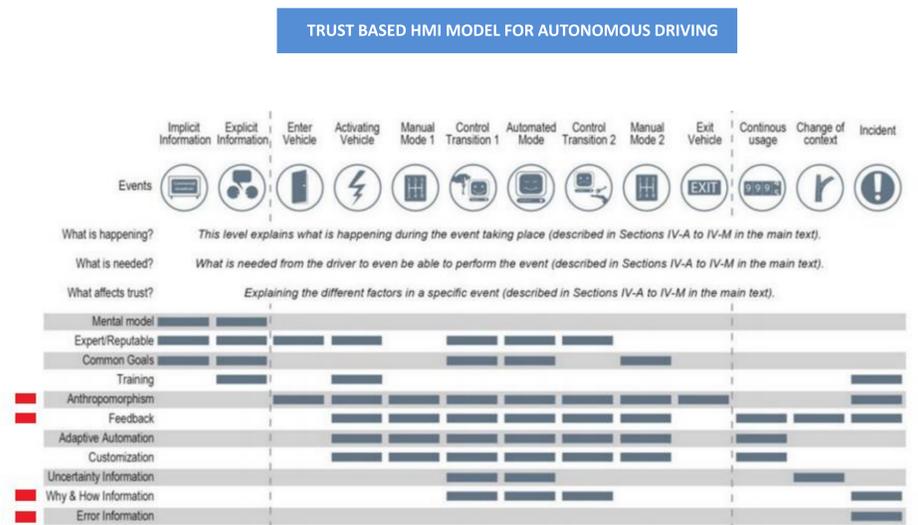
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1. Trust & automated Driving

How do we get people to Trust automated Driving as this is essential to technology acceptance & use?

From Trust HMI model we focus on anthropomorphism factor.

Anthropomorphism : Tendency to project human qualities (intelligence, emotional capacity etc...) onto non-human entities



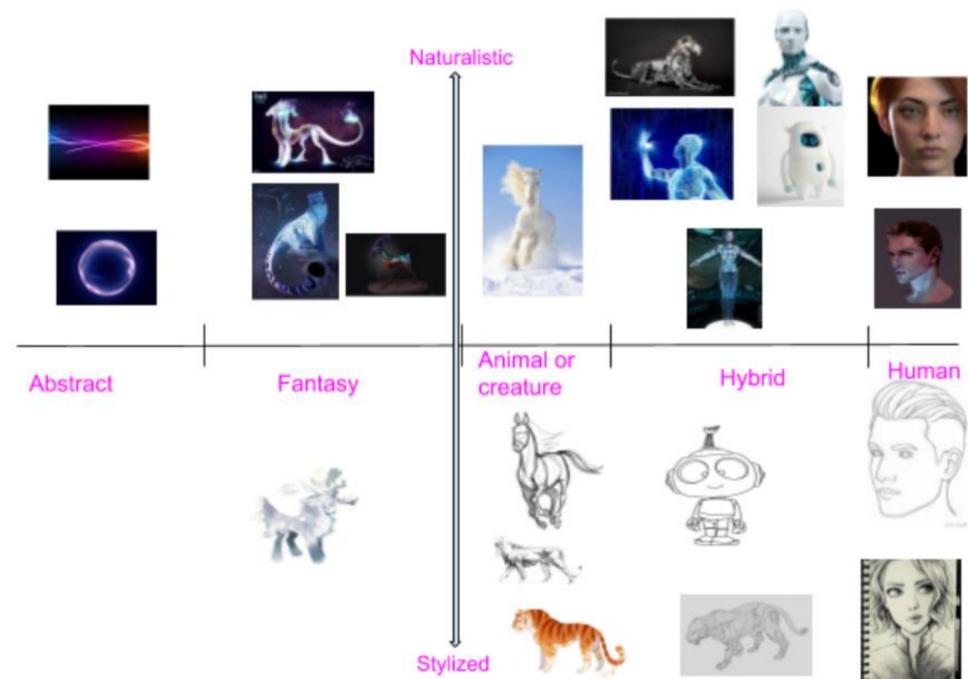
2. RESEARCH QUESTIONS

- **What should a trustworthy virtual driver look like?**
- Which level of anthropomorphism promotes better Trust in autonomous driving?
- How important is anthropomorphism compare to other factors of trust calibration?

3. EXPECTED RESULTS

- **Guidelines for a Trustworthy virtual driver visual Design**
- **Guidelines for anthropomorphism usage in car HMI Design**
- Trust Based HMI featuring a virtual assistant
- Impact of Anthropomorphism on Trust

Design Space for agent visual Design



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