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

REFERENCES

