Does Human Gender and Robot's Size Impact Persuasiveness?

DATE: Friday 4 October 2024

TIME: 10:00am – 11:00am

MEETING DETAILS: Zoom Online
(Meeting ID: 865 6911 9237, Password: 408379)

RSVP: COB, Friday 27 September 2024

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PRESENTER:

Dr. Michael Lwin

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ABSTRACT:

Social robots have the communicative abilities that humans may perceive as persuasive implicitly or explicitly (Banks et al., 2023). It is important to understand how robots may enhance change in human behaviour or attitude as persuasive agents, because they are increasingly being used to assist people for extended period of time (Ghazali et al., 2020). However, there is limited literature which explores effect of embodiment factors such as 'size' and 'number' of robots on perceived persuasion because most experiments focus on single source/ dyadic interactions and do not focus on robot size explicitly (Dahiya et al., 2023, Liu et al., 2022). Moreover, gender is reported to have produced mixed results during various conventional Human-Robot Interaction (HRI) inclusive of perspectives related to both robot and human gender (Crowelly et al., 2009, Nomura, 2017). Using an experimental study, the results show that smaller robots performed significantly better when it is interacting with males. However, the size of the robot had no effect on persuasiveness. It suggests that managers should use smaller robots to deliver advertising and marketing messages. The research helps scholars and businesses understand how we can adopt social robots in retail, hospitality, banking, healthcare, education, and many other industries.

BIOGRAPHY:

Dr. Lwin research interests include social robot interactions, guilt appeals in advertising, negative advertising appeals, digital piracy, luxury branding, digital marketing, social marketing and marketing communications. He has published in several A-ranked journals, including Asia Pacific Journal of Marketing and Logistics, Journal of Macromarketing, Journal of Marketing Management, Journal of Retailing and Consumer Services, Marketing Intelligence & Planning and Journal of Vacation Marketing. He is also a recipient of the Australian and New Zealand Marketing Academy Conference best track paper.