1. What is the potential for the proposed activity to
   1. Advance knowledge and understanding within its own field or across different fields (Intellectual Merit); and
   2. Benefit society or advance desired societal outcomes (Broader Impacts)?
2. To what extent do the proposed activities suggest and explore creative, original, or potentially transformative concepts?

* Right out of the gate, I’m not convinced. As a person, I look at the two examples that you give as more hassles in my life and not critical components of my life. I also don’t think about how I apply social norms in these two situations.
* Is etiquette something that has deeper layers like empathy, compassion, or avoidance? And is etiquette only available between humans and agents?
* Are you going to explore the social and cognitive mechanisms that underlie child-agent interactions? You imply that you are.
* So you are looking at how child-agent relationships are formed.
  + This should start the intro section
  + Are you looking at how these relationships are transferred into the ‘real world’?
  + What is ‘the relationship’ you are looking at?
    - Phone
    - App (Instagram, Snapchat)
    - Person – to – person as mediated via technology?
    - Person-to-customer service that is an agent?
    - Overall, this is not clear.
  + The inclusion of families widens the scope of the project
    - Overall, the precision is not there
  + The tasks further this concern about a lack of precision
    - Families
    - Design Characteristics impact previously held assumptions
    - Smart how technology to impact behavior

1. Is the plan for carrying out the proposed activities well-reasoned, well-organized, and based on a sound rationale? Does the plan incorporate a mechanism to assess success?

* It does not
* See beginning of 4.2 as an example
* Preliminary does not instill assessment of success
* I feel like I’m bouncing around as to what is precisely being advanced

1. How well qualified is the individual, team, or organization to conduct the proposed activities?
2. Are there adequate resources available to the PI (either at the home organization or through collaborations) to carry out the proposed activities?