

3. Press Release

LITERA - the Conversational Learning Chatbot launched at the University of Applied Sciences Munich

*True to Steve Jobs motto “there is always one more thing to learn”, **LITERA** supports students to develop their knowledge efficiently and effectively based on reliable and serious recommendations.*

Munich, June 16th 2021 - The learning Chatbot **LITERA** is designed to support students in their whole learning process from finding learning materials to gaining additional knowledge.

How do you find reliable sources for specific Human Resource Management topics if there is a flood of more or less scientific sources on the internet? Where do you get fast answers if you have an open question about a topic? If you want to expand your knowledge or prepare for an exam, where do you find compressed information? All these are questions which represent the problems students are facing during their studies.

The learning Chatbot is an unique opportunity and solution for students to answer each of the above mentioned questions. This solution is called **LITERA** which will offer students of the faculty 10 fast access to reliable scientific sources in a motivating and inspiring environment. For the research for assignments the students first have to start with finding information and scientific literature.

Therefore, the use of our chatbot **LITERA**, will provide literature recommendations according to a specific topic the students type into the search engine. The clear layout makes it easily accessible and operable for the students. To create an unique experience, the chatbot also uses funny and engaging GIFs to establish an emotional bond while communicating with students. Furthermore **LITERA** provides the students the opportunity to have fast access to literature recommendations from online libraries whereby additional knowledge will be gained.

“The conversational learning chatbot motivates our students and based on profound knowledge they can improve the quality of their theses.” said professor Christian Gärtner.

When the students receive themes for a thesis they are searching for information and good literature. They think about different ways in which they can find relevant scientific sources. Through the conversational learning chatbot they can easily get a list of useful literature for their individual theme which will result in good theses and grades. **LITERA** is easily accessible through Moodle and operable for the students. The positive and inspiring design with its appealing visualization motivates them to reuse the chatbot and recommend it to their fellow students.

The student Toni said about the conversation learning chatbot: “**LITERA** gave me fast access to reliable and serious scientific sources when I experienced huge pressure. In the end I could improve my grades and gain a knowledge advantage compared to my fellow students. I had a lot of fun during the conversation with the chatbot. I would recommend it to all other students.”

Convince yourself and interact with **LITERA**- go to Moodle or click on the link (<http://moodle...>).