person
psychological determinants
individual characteristics
expectations
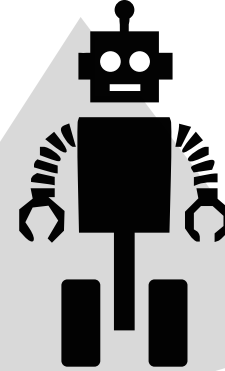
robot
shape
behavior
expression

ANTHROPOMORPHISM
arises in user's mind
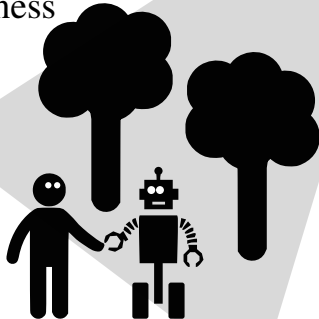
context
situation characteristics
purposefulness

time
interaction history
familiarity
predictability