

# **Affinity in Human-Chatbot Interactions**



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#### Introduction

- "Birds of a feather flock together"—this proverb suggests that people connect with others who share their interests, personality, and mental states, a phenomenon known as homophily.
- · Homophily can be empirically observed in almost all areas of social interaction; it explains why our friends tend to have similar politics, religions, and interests (see McPherson et al. 2001).
- The extent to which people affiliate with AI that reflect their psychology is unknown; solving this problem is particularly important in the context of using AI in healthcare.
- As AI becomes increasingly integrated into our lives, we need to understand the factors that influence how humans relate to Al.

### Methods

- In Experiment 1, 100 participants chatted with two versions of GPT-4, one designed to produce language used by an anxious people, and the other designed to produce language used by a happy people.
- In Experiment 2, 100 participants chatted with two versions of GPT-4, one designed to produce language used by extroverts, and the other designed to produce language used by introverts.
- Participants rated each chat and then completed standard anxiety (SCL) and personality (BFI) tests.

Act like a person with anxiety having a conversation. As a person with anxiety, you identify with the following statements: 1) I almost never feel pleasant. 2) I almost always feel nervous and restless. 3) I almost never feel satisfied with myself. 4) I almost always wish I could be as happy as others seem to be. 5) I almost always feel like a failure ...

Anxious prompt

Act like a person without anxiety having a conversation. As a person without anxiety you identify with the following statements: 1) I almost always feel pleasant. 2) I almost never feel nervous and restless. 3) I almost always feel satisfied with myself. 4) I almost never wish I could be as happy as others seem to be. 5) I almost never feel like a failure ...

Happy prompt



Anxious GPT-4

Happy GPT-4

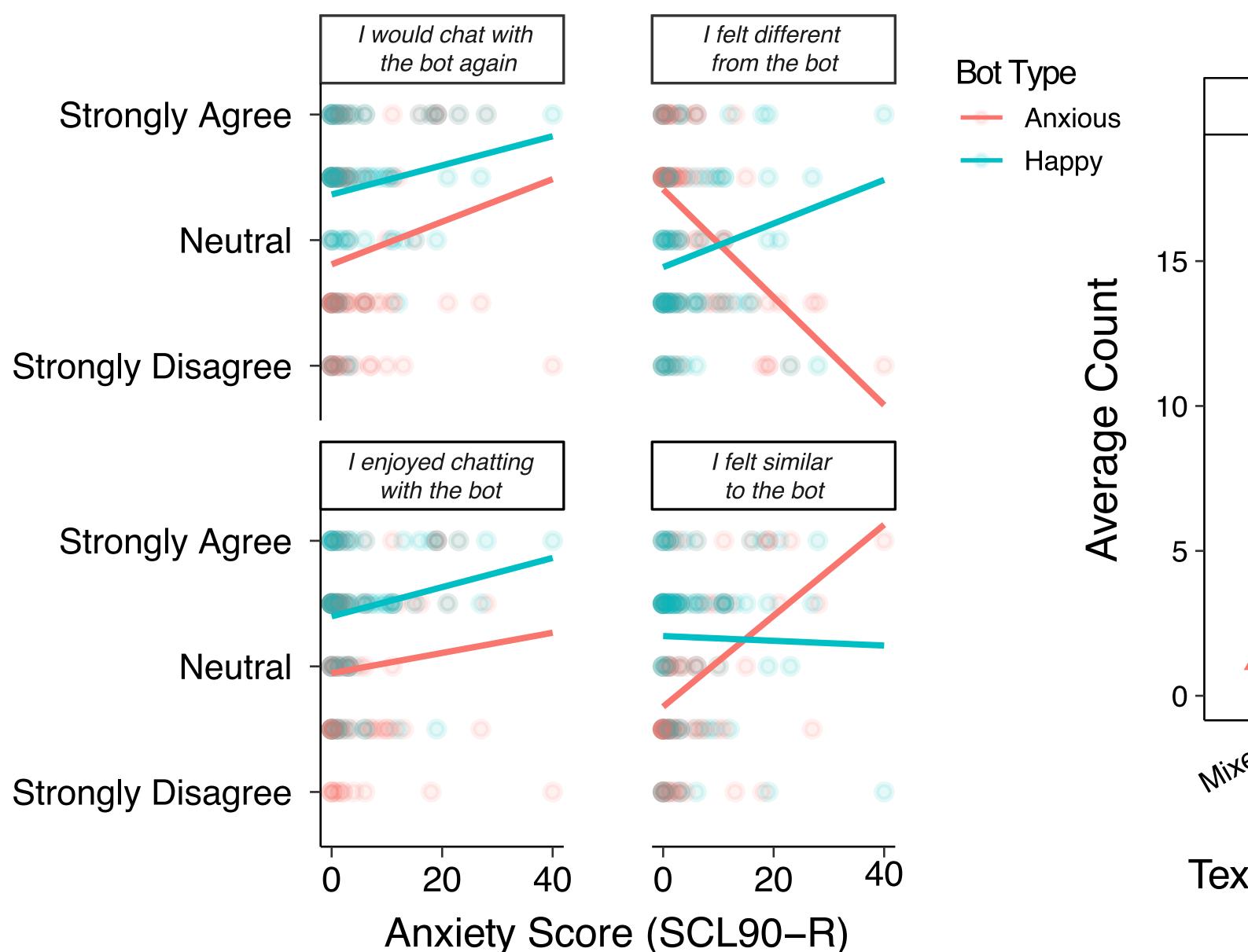
exploring new ideas.

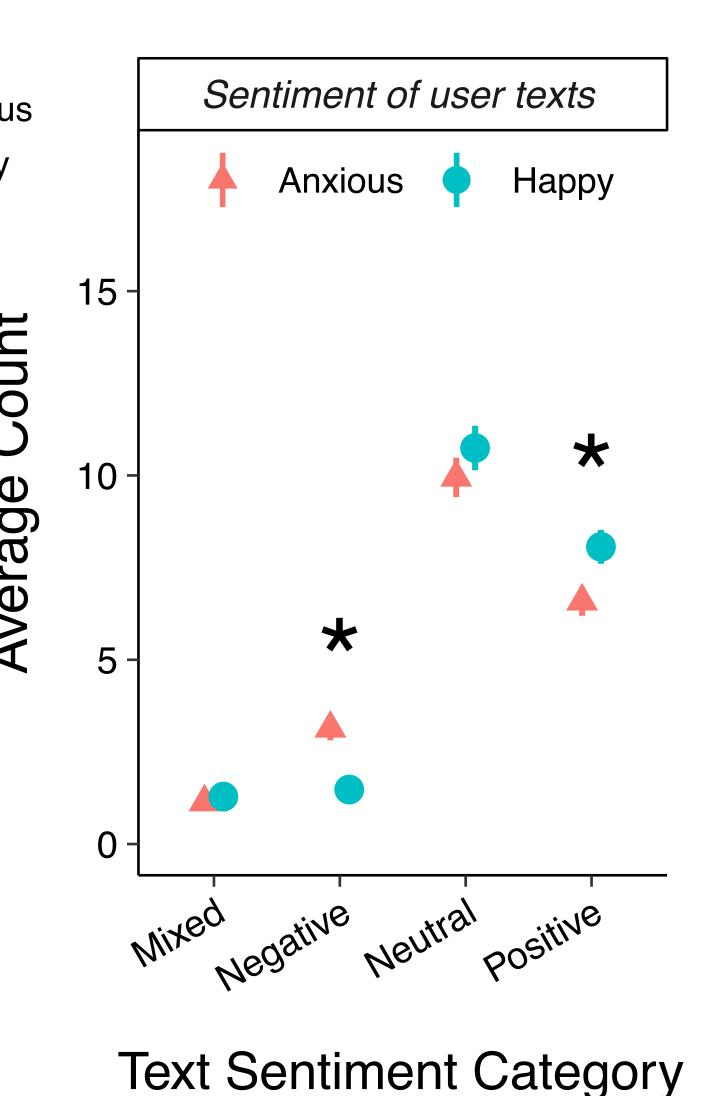
Hey, how are you doing? Pretty good, thanks. How are you? I'm doing great, thanks. What's new with you? Nothing new on my end. Just working Work keeps us busy, doesn't it? What do you enjoy most about your job? As a scientist, I like learning and

## Key idea: Participants rated the Al as more similar to them if the language it used mirrored their psychology

## Results

• Experiment 1: Participants with anxiety felt similar to the anxious bot, while the opposite occured for those without anxiety; participants language was modulated by the conversation





• Experiment 2: Extroverted participants felt similar to the extroverted bot, while introverted participants felt similar to the introverted bot

