ANTROMORPHISM 6

**Anthropomorphism is the attribution of human traits, emotions, or intentions to non-human entities**

1. The Three-Factor Theory of Anthropomorphism

* **Elicited agent knowledge** : Knowledge about people must be accessible (usually easily retrievable) and activated by the agent, e.g. by humanlike design features.
* **Effectance motivation** : Persons must have a motivation to interact effectively with the agent, to explain its behavior and predict future behavior.
* **Sociality motivation** : Persons must have a need for social relation and belonging, e.g. when feeling lonely

1. Consequences of Anthropomorphism

* Provided an agent is perceived to have a mind, and be capable of:
* **Moral care and concern** : conscious experience and should therefore be treated as a moral agent worthy of care and concern
* **Responsibility** : intentional action and can therefore be held responsible for its actions
* **Social influence** : observing, evaluating, and judging a perceiver, thereby serving as a social influencer

1. What is Social Engineering

* **Influencing/manipulating people so they give up confidential information or sensitive data**