Kagami

Survey Flow

EmbeddedData

PROLIFIC PIDValue will be set from Panel or URL.

Create New Field or Choose From Dropdown...Value will be set from Panel or URL.

BlockRandomizer: 1 - Evenly Present Elements

EmbeddedData

Avatar_Type = Generated

LSM_Type = Adaptive

EmbeddedData

Avatar_Type = Premade

LSM_Type = Adaptive

EmbeddedData

Avatar_Type = None

LSM_Type = Adaptive

EmbeddedData

Avatar_Type = Generated

LSM Type = Static

EmbeddedData

Avatar_Type = Premade

LSM_Type = Static

EmbeddedData

Avatar_Type = None

LSM_Type = Static

Standard: Consent Form - (4 Questions)

Branch: New Branch

If

If Documentation of Consent for Capable Adult By clicking the "Yes, I consent" button

below, you are... No, I do not consent Is Selected

EndSurvey: Advanced

Standard: Demographics - (4 Questions)

Standard: Attitudes and Personality - (1 Question)

Standard: Well-Being (3 Questions)
Block: Redirect to app (2 Questions)

Standard: Manipulation Checks - (5 Questions)

Standard: Core Dependent Variables - (1 Question)

Standard: Open-Ended Feedback - (4 Questions)

EndSurvey: Advanced

Page Break

Start of Block: Consent Form -
Welcome Welcome to the Kagami Chat Study! Thank you for your interest in our study. The first step is to review the informed consent form on the following pages. As a reminder, the entire study should take approximately 15-20 minutes to complete. Please click the next page button to proceed.
Page Break

Consent1 /* Optional: Adds a bit of spacing to lists and paragraphs for readability */ lineheight: 1.5; } .info-box { border: 2px solid #ccc; padding: 15px; margin-top: 20px; margin-bottom: 20px; background-color: #f9f9f9; table { width: 100%; bordercollapse: collapse; margin-bottom: 20px; } td { border: 1px solid #000; padding: 12px; vertical-align: top; } Consent Form for Social-Behavioral Research Title of Research Study: Multimodal Anthropomorphism in Companion Chatbots: Examining Avatar Choice and Adaptive Language Style with Kagami Investigator Team Contact Information For questions about research appointments, the research study, research results, or other concerns, call the study team at:

Investigator Name: Dr. Cecilia Xi Wang

Investigator Departmental Affiliation: DHA UX & Graphic Design Phone

Number: 612-624-9700 Email Address: ceciw@umn.edu

Student Investigator Name: James Brandt Phone Number: 206-636-4098
Email Address: bran1400@umn.edu Supported By: This

research is supported by the College of Design, University of Minnesota.

Key Information You Should Know Before Agreeing to Participate The information below will help you learn about this research study and decide if you want to join. Make sure to read the whole consent form or have someone read it with you. If you have any questions or don't understand something, ask the researcher or study team before you sign the consent form. What is this study about? This study is about understanding how different design features in AI chatbots, like their visual appearance (avatar) and the way they talk (conversational style), affect how people feel about and interact with them. You will chat with a friendly AI chatbot named Kagami for about 10 minutes and then answer some survey questions about your experience. Why am I being asked to take part in this research study? We are asking you to take part in this research study because you are an adult (18 years or older), use the Prolific platform, are fluent in English, and are willing to interact with an AI chatbot online and complete surveys. What are the risks I should know about? The risks of participating in this study are considered minimal, similar to everyday online activities. The most common discomfort might be slight boredom during the chat or surveys, or mild frustration if the chatbot doesn't respond as you expect.

Because the chatbot is designed to be friendly, some people might briefly feel an emotional connection to it. It's important to remember that Kagami is an Al program for research, not a real person Because Kagami uses AI technology from a company called OpenAI to generate its responses and create avatars, the text of your chat and any prompts you provide for avatar creation will be sent to OpenAI. OpenAI has policies to protect this data, but as with any online service, there's a very small risk related to how third parties handle data. If you feel uncomfortable at any time, you can stop participating. There are no other foreseen risks to participating in this study. Additional information about these risks and other risks can be found in the sections below. Will this study benefit me or others? There are no direct benefits to you from participating in this study. We cannot promise that you or others will benefit from this study. However, this study may help researchers learn how to design AI chatbots that are more supportive, ethical, and enjoyable for people to use in the future. The goal of research is to learn new things to help people in the future. What is research?

Researchers follow the same plan with many participants and usually don't change that plan for one research participant. By volunteering for a research study, you might or might not be helped personally. Voluntary Participation and Right to Stop at Any Time You get to decide whether you participate or not. You can decide not to participate. You can say yes at first and then change your mind at any time. If you decide not to participate or to leave the study, it won't change your relationship with the University of Minnesota or the researchers in any way. How long will the research last? We expect that your participation in this research study will take a total of about 15-20 minutes to complete in one session. This includes about 2-3 minutes for initial surveys, about 10 minutes for the chat with the AI, and about 3-5 minutes for final surveys. What will I need to do to participate? You will be

asked to: Complete a short online survey with some general questions about you and your experience with technology. Have a text-based chat with an Al chatbot named Kagami for about 10 minutes. You can talk about everyday topics. Complete another short online survey about your experience chatting with Kagami. As part of the research, we may ask guestions about how you feel mentally and emotionally. We are providing a list of resources to you in case you would like to talk to someone and get help. If you are thinking about hurting yourself or someone else, please tell someone who can help immediately. Call the toll-free 24-hour National Suicide Prevention Lifeline at 1-800-273-TALK (1-800-273-8255) to talk to a counselor near you. What happens if I do not want to be in this There are no known alternatives, other than deciding not to participate in this research study. You do not have to participate in this research. Will it cost me anything to participate in this study? It will not cost you any money to participate in this study. More Information About This Research Study The following is more detailed information about this study in addition to the information listed above. How many people will be studied? We expect about 162 people will participate in this research study. All participants will be recruited online from the United States through the Prolific platform. What happens if I say "Yes, I want to be in this research"? If you agree to participate, the following will happen: Timeline and Activities: You will immediately proceed to an online pre-survey (about 2-3 minutes). Then, depending on the group you are randomly assigned to, you might be asked to choose a visual look (avatar) for the chatbot or help create one with a text description, or you might skip this step (about 1-2 minutes). After that, you will have a 10-minute text chat with the AI chatbot, Kagami. Finally, you will complete an online post-survey about your experience (about 3-5 minutes). The entire process is done in one session. Interaction: You will interact with the online surveys (Qualtrics) and the Kagami chatbot website. Location: You will do this on your own computer or mobile device from any location with internet access. Data Collection: We will collect your survey answers and the text of your chat with Kagami. No audio or video recording will be done. Future Contact: We will not contact you for future research unless you specifically request a summary of the study results. What are my responsibilities if I take part in this research? If you take part in this research, your main responsibilities are to answer the survey questions honestly and to engage in the 10-minute chat session with the AI chatbot as you normally would in a casual conversation. There are no physical items to return or other responsibilities after you complete the online session. What happens if I say "Yes", but I change my mind later? You can leave the research study at any time and no one will be upset by your decision. Choosing not to be in this study or to stop being in this study will not result in any penalty to you or loss of benefit to which you are entitled. This means that your choice not to be in this study will not negatively affect your standing with Prolific, the University of Minnesota, or the researchers. If you decide to leave the research study while you are doing it, you can simply close your web browser. If you decide to leave after completing some or all of the study and want your data removed, please contact the Principal Investigator. We will remove vour data if it has not vet been de-identified and combined with other participants' data. Can I be removed from the research? Yes, the person in charge of the research study (the Principal Investigator) may remove you from the research study without your approval if, for example, there is evidence that you are not participating seriously or if significant technical problems prevent you from completing the study properly. This would be rare. What are the risks of being in this study? (More information about risks) Psychological risks: You might feel slight boredom during the 10-minute chat or while completing surveys. Because the chatbot is designed to be friendly, it's possible to briefly feel an emotional connection, or perhaps mild frustration if its responses aren't what you expect. It's important to remember Kagami is an Al for research. If you discuss topics related to your mood or well-being in the initial survey, reflecting on these might briefly bring those feelings to mind. We provide resources if you feel you need support. **Privacy and confidentiality risks:** There is always a small risk that with any online activity. your data could be seen by someone who shouldn't see it if there was a data breach. We take many steps to protect your information by using secure systems and removing identifiers like your Prolific ID from the research data. There are no foreseen physical, legal, social, economic, or group/community

risks from participating in this study. What happens to the information collected for the research? We will make every effort to protect the privacy of the information you provide. Your responses to surveys and your chat conversation with Kagami will be stored securely on University of Minnesota systems. To enable Kagami to chat with you and generate avatars, the text of your conversation and any prompts you type for avatar creation are sent to OpenAI. According to OpenAI's policies for these services: Your data sent to them will **not** be used to train their general Al models. They may keep a copy of the data for up to 30 days for safety and abuse monitoring. During this 30-day period, neither you nor the research team can delete the data from OpenAl's systems, though we will delete it from our own research records if you request withdrawal and it's still identifiable by us. We only send the necessary chat text or avatar prompts to OpenAI; no other personal information from your surveys (like your demographics or Prolific ID) is sent to them by us. Your Prolific ID will only be used for payment and will be removed from the research data. We will not collect your name, email address, or other direct personal identifiers. Additional sharing of your information for mandatory reporting. If we learn about any of the following, we may be required or permitted by law or policy to report this information to authorities: within the preceding three years child or vulnerable adult abuse or neglect. What will be done with my data when this study is over? Your information (survey responses and chat conversations) will be deidentified by removing your Prolific ID and any other potential identifiers. This de-identified information may be used by the research team for future research studies related to how people interact with AI. It might also be shared with other researchers for future research studies without asking for your additional informed consent. You will not receive any results or financial benefit from future research done with your de-identified data. Whom do I contact if I have questions, concerns or feedback about my experience? If you have questions later regarding the study or your participation, you are encouraged to contact the research team using the contact information at the top of this form. To reach someone outside of the research team: This research has been reviewed and approved by an IRB which is part of the Human Research Protections Program (HRPP). If there is an issue you would like to discuss with someone who is not on the research team you are encouraged to call the HRPP Research Participants' Advocate Line at 612-625-1650 (Toll Free: 1-888-224-8636) or go to z.umn.edu/participants. For example: Your questions, concerns, or complaints are not being answered by the research team. You are having difficulty reaching the research team. You want to talk to someone besides the research team.

You have guestions about your rights as a research participant. Will I be compensated for my participation? If you agree to take part in this research study and complete all parts, we will pay you approximately \$3.50 for your time and effort. This amount is based on an estimated 15-20 minutes of participation at an approximate hourly rate of \$10.50. Payment will be made through your Prolific account after you complete the study. Payment you receive as compensation for participation in research is considered taxable income. If payment to an individual from the University of Minnesota equals or exceeds \$600 in any one calendar year, the University of Minnesota is required to report this information to the Internal Revenue Service (IRS). Research payments to study participants that equal or exceed \$600 during any calendar year will result in a FORM 1099 (Miscellaneous Income) being issued to you and a copy sent to the IRS. How will my information be used in publications and presentations? We may publish the results of this research in academic reports (like a Master's thesis), scientific journals, or present them at conferences. When we share the results, all information will be presented in a grouped (aggregated) and de-identified way. No information that could make it easy to identify you (like your Prolific ID or specific chat details that are unique to you without context) will be part of any publication or presentation. Study Consent Version: 1.0 Template Revision Date: 8/20/2024 Approved for use by UMN IRB Effective on 6/27/2025 IRB Study Number: STUDY00025677

Q30 Downloadable Copy: You can download a PDF copy of this consent form here: Download Consent Form (PDF)
Consent_YN Documentation of Consent for Capable Adult By clicking the "Yes, I consent" button below, you are indicating that: You have read the information in this consent form (or have had it read to you). You have had the chance to ask questions about this study, and your questions have been answered to your satisfaction. You voluntarily agree to participate in this research study. You understand that you can stop participating at any time without penalty. You are 18 years of age or older.
No, I do not consent (2)
End of Block: Consent Form
Start of Block: Demographics
Demo1 What is your age?
Demo2 What is your gender identity?
○ Woman, Female, Feminine (1)
○ Man, Male, Masculine (2)
O Nonbinary, Genderqueer, Genderfluid (3)
Other (please specify) (4)
O Prefer not to answer (5)

Demo3 Which of	Demo3 Which of the following best describes your race/ethnicity? (Select all that apply.)				
	Caucasian / White (1)				
	Black or African American (2)				
	Hispanic or Latino (3)				
	Asian (4)				
	Native American or Alaska Native (5)				
	Native Hawaiian or Other Pacific Islander (6)				
	Middle Eastern or North African (7)				
	Multiracial (Two or more races) (8)				
	Other (please specify) (9)				
	Prefer not to answer (10)				

Demo4 What is the highest level of education you have completed?
O Less than high school (1)
O High school diploma or GED (2)
O Some college, no degree (3)
O Associate degree (e.g., AA, AS) (4)
O Bachelor's degree (e.g., BA, BS) (5)
O Graduate or professional degree (e.g., Master's, PhD, JD, MD) (6)
Other (please specify) (7)
O Prefer not to answer (8)
Page Break

End of Block: Demographics

Start of Block: Attitudes and Personality

I generally enjoy exploring and using new technologies. (1)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	O Agree (4)	O Strongly agree (5)
In general, I believe AI chatbots can be useful. (2)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	O Agree (4)	O Strongly agree (5)
I feel uncomfortable when interacting with AI systems. (3)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	O Agree (4)	O Strongly agree (5)
I am generally skeptical about AI systems. (4)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)
Al systems make me feel uneasy. (5)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)
I see myself as someone who is open to new experiences. (6)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	O Agree (4)	O Strongly agree (5)
I see myself as someone who is outgoing and sociable. (7)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	O Agree (4)	O Strongly agree (5)
I see myself as someone who is methodical and organized. (8)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	O Agree (4)	O Strongly agree (5)
I see myself as someone who is calm and emotionally stable. (9)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	O Agree (4)	O Strongly agree (5)

I see myself as someone who is sympathetic and warm. (10)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	O Agree (4)	O Strongly agree (5)
Most people are trustworthy. (11)	O Strongly disagree (1)	Oisagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)
Page Break -					

Start of Block: Well-Being

WB1	Please	answer	the f	ollowing	questions	about	how '	vou h	ave	been	feeling.
**-:	1 10000	aniowon		CHOWING	quoduono	about	11044	<i>y</i>	u v u	00011	room ig.

How often do you feel that you lack companionship? (1)	O Never (1)	Rarely (2)	O Some	etimes O	Often (4)	Always (5)
How often do you feel left out? (2)	O Never (1)	Rarely (2)	O Some	etimes O	Often (4)	Always (5)
WB2 Over the pas	st two weeks, how oft	en have you b	een bothered	by the following	problems?	
Little interest or pleasure in doing things. (1)	O Not at a (1)		Several ys (2)	O More than half the days (3)	\	early ay (4)
Feeling down, depressed, or hopeless. (2)	O Not at a (1)		Several lys (2)	O More that half the days (3)	\ / N/C	early ay (4)
Feeling nervous, anxious, or on edge. (3)	O Not at a (1)		Several ys (2)	O More that half the days (3)	\	early ay (4)
Not being able to stop or control worrying. (4)	O Not at a (1)		Several lys (2)	O More that half the days (3)	\ / NIC	early ay (4)

WB3 Thank you. If you are feeling distressed or need to talk to someone, resources like the Crisis Text Line (text HOME to 741741) or the National Suicide Prevention Lifeline (988) are available 24/7.

End of Block: Well-Being
Start of Block: Redirect to app
Redirect1 Thank you for completing the first part of the survey. You will now be redirected to the Kagami chat experiment. Please click the link below to continue. Important: Please do not close this survey tab. You will return here after the chat session is complete. Continue to Kagami Chat
Q24 Timing First Click (1) Last Click (2) Page Submit (3) Click Count (4)
End of Block: Redirect to app
Start of Block: Manipulation Checks
MC1 Which of the following best describes the chatbot's appearance during your conversation?
I chose an avatar from a list of existing options. (1)
I helped create the avatar by writing a text prompt. (2)
O No avatar (3)
O I don't recall (4)
Display this question:
If MC1 = I chose an avatar from a list of existing options.
Or MC1 = I helped create the avatar by writing a text prompt.

MC2 Please rate your experience with the chatbot's appearance.

The chatbot's avatar felt like an important part of the interaction.	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	O Agree (4)	O Strongly agree (5)
I was satisfied with the appearance of the chatbot's avatar. (2)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)
I felt I was able to choose or customize the chatbot's appearance. (3)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)
The chatbot's avatar looked similar to how I see myself. (4)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)
Display this quest	ion:				

If MC1 = I chose an avatar from a list of existing options.

Or MC1 = I helped create the avatar by writing a text prompt.

MC3 How lifelik	ke did the chatbot's a	vatar feel to you?						
O Not at	O Not at all lifelike (1)							
O Slightly	/ lifelike (2)							
O Modera	ately lifelike (3)							
O Very lif	felike (4)							
O Extrem	nely lifelike (5)							
MC4 Please ra	te the chatbot's comn	nunication style.						
The chatbot's language style seemed to adapt to the way I was talking.	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)			
The chatbot's way of talking felt personalized to me. (2)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)			
The chatbot used a consistent language style throughout the conversation.	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)			
Display this question If MC1 = No of the orea of the	avatar							

MC5 I think the conversation would have felt more engaging if the chatbot had an avatar.
O Strongly disagree (1)
O Disagree (2)
O Neutral (3)
O Agree (4)
O Strongly agree (5)
Page Break

End of Block: Manipulation Checks

Start of Block: Core Dependent Variables

CDV1 Please indicate your agreement with the following statements about your interaction with the chatbot.

The chatbot displayed characteristics typical of a living being.	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)
The chatbot seemed to have a distinct personality.	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)
Interacting with the chatbot felt like interacting with another social being. (3)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)
The chatbot felt tailored to me personally. (4)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	O Agree (4)	O Strongly agree (5)
The chatbot's responses felt personalized. (5)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)
The chatbot seemed to understand my preferences. (6)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	O Agree (4)	O Strongly agree (5)
I felt like the chatbot was interacting specifically with me. (7)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)
I felt I could trust the chatbot. (8)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)
The chatbot seemed reliable. (9)	O Strongly disagree (1)	O Disagree (2)	O Neutral	Agree (4)	O Strongly agree (5)

The chatbot was capable. (10)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	Strongly agree (5)
The chatbot seemed to have my best interests at heart. (11)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)
The chatbot seemed honest. (12)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	O Agree (4)	O Strongly agree (5)
I felt a strong connection with the chatbot. (13)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)
I felt comfortable interacting with the chatbot. (14)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)
I felt like the chatbot cared about what I had to say. (15)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	O Agree (4)	O Strongly agree (5)
I felt respected by the chatbot. (16)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)
I felt a sense of presence from the chatbot. (17)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)
I felt like there was a "person" on the other side. (18)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)
The chatbot felt real to me. (19)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	Strongly agree (5)
The chatbot's avatar or appearance helped create a sense of presence.	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)

(20)					
I enjoyed interacting with the chatbot. (21)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	Strongly agree (5)
Interacting was fun. (22)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)
I felt absorbed and engaged in the conversation. (23)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)
I would like to interact with the chatbot again. (24)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	Strongly agree (5)
Overall, I am satisfied with my experience. (25)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)
The quality of responses was satisfactory. (26)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	O Strongly agree (5)
The interaction was valuable. (27)	Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	Strongly agree (5)
The chatbot was helpful. (28)	O Strongly disagree (1)	O Disagree (2)	O Neutral (3)	Agree (4)	Strongly agree (5)
Page Break -					

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Start of Block: Open-Ended Feedback OE1 What did you like most about your interaction with Kagami? OE2 What did you like least about your interaction with Kagami? Display this question: If MC1 = I chose an avatar from a list of existing options. Or MC1 = I helped create the avatar by writing a text prompt. OE3 (Optional) How did the avatar's appearance influence your experience?

End of Block: Core Dependent Variables

 			
 			