

A smile can change everything! The role of humor and anthropomorphism in shaping
consumer-AI interactions

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Abstract

Humor is an important concept in human existence having at the same time the role to create pleasant experiences in interactions with others and also to function as a coping strategy for incongruent situations. The objective of our research is to study the role of humor in improving anthropomorphism and to measure its effects on the perceived competence and quality of interaction with AI. Using structural equation models, our results show that a smiling (vs a non-smiling) AI enhance the perception of humor in AI but alone does not influence other variables. The perceived humor increases AI anthropomorphism and liking the AI and, in addition, it mediates the relationship between these and AI's perceived competence and interaction quality. Our results emphasize the role of humor and anthropomorphism in successful consumer-AI interactions and have important implications in the implementation of humor at AI.

Track: Consumer Behaviour