Good morning, Petter Bae! I have a good feeling about today 😊
I’m going to present at a conference today. Can you do it for me? Please.

Ummm I can try!

Great! It’s about why people use chatbots.
Interest over time, last five years, "chatbots"
Great promises – botification for apps

"Bots are the new apps"
How many of you have tried a chatbot?
What are chatbots?
The Internet is turning upside down

TIME, Januar, 2006
User as creative and content producers

TIME Oktober, 2017
Machines as creative and content producers
Chatbots = automatic agent powered with AI that communicate with online users in natural language (text, audio)

These allow users to type questions (i.e., queries) and, in return, generating meaningful answers to those questions
Bonjour F

How would you describe the term «bot» to your grandma? 😞

My grandma is dead

Alright! Thank you for your feedback... 👍
A changing user interface
Why are chatbots trending now? "The dark social"

Welcome to News Feed
Our goal with News Feed is to show you the stories that matter most to you every time you visit Facebook.

Facebook
1.2 billion monthly users

WhatsApp
1 billion daily users

Telegram

Snapchat

Kik
Facebook messenger platform for chatbots

+ 30,000 chatbots

• But many users don't use a chatbot over time

• Understanding the user's motivation is key to the successful adoption of technology for long-term well-being use
Why do people use chatbots?
User motivations – limited understanding of how and why people use chatbots

People differ in their purposes and user motivations
Questions – open ended:

What is your main reason for using SNSs?
Why people use chatbots

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Abstract. There is a growing interest in chatbots, which are machine agents serving as natural language user interfaces for data and service providers. However, so studies have empirically investigated people’s motivations for using chatbots. In this study, an online questionnaire asked chatbot users (N = 146, aged 16-55 years) from the US to report their reasons for using chatbots. The study identifies key motivational factors driving chatbot use. The most frequently reported motivational factor is “productivity”, chatbots help users to obtain timely and efficient assistance or information. Chatbot users also reported motivations pertaining to entertainment, social and relational factors, and curiosity about what they view as a novel phenomenon. The findings are discussed in terms of the uses and gratifications theory, and they provide insights into why people choose to interact with automated agents online. The findings can help developers facilitate better human-chatbot interaction experiences in the future. Possible design guidelines are suggested, reflecting different chatbot user motivations.

Keywords: Chatbots, motivations, uses and gratifications.

1 Introduction

Chatbots represent a potential shift in how people interact with data and services online. While there is currently a surge of interest in chatbot design and development, we lack knowledge about why people use chatbots.

Chatbots are machine agents that serve as natural language user interfaces for data and service providers [1]. Recently, chatbots are typically designed and developed for mobile messaging applications [2].

The current interest in chatbots is spurred by recent developments in artificial intelligence (AI) and machine learning. Major Internet companies such as Google, Facebook, and Microsoft see chatbots as the next popular technology. Microsoft CEO Satya Nadella said, “Chatbots are the new apps” [3]. In Spring 2016, Facebook and Microsoft provided resources for creating chatbots to be integrated into their respective messaging platforms, Messenger, and Skype. One year later, more than 30,000 chatbots have been launched on Facebook Messenger. Other messaging platforms have also seen a substantial increase in chatbots, including Slack, Kik, and Viber. Chatbots are seen as a means for direct user or customer engagement through text messaging for customer
Open ended question

What is your main reason for using chatbots?
What is your main reason for using chatbots? (N=146)

- Productivity: 68%
- Entertainment: 20%
- Social/relational purposes: 12%
- Novelty: 10%
Different platforms have different purposes

RT @CelinaAgaton: Read Hoffman. "Twitter is the bar, Facebook is the BBQ, and LinkedIn is the office" (via @quixotic) #i2i

5:30 PM Jun 9th from TweetDeck
Proportion of participants reporting use of different messaging platforms for chatbot interactions (N = 146).
People use various chatbots

What is the name of the latest chatbot you used?
Chatbots as new media experiences

64% reported using chatbots for two years or less.
Chatbots for **productivity** (68%)

- Ease, speed and convenience
- To obtain help and information

*I use chatbots instead of a search engine to help with daily tasks. (P67)*

*I think that they make customer service easier. Often times human beings can get frustrated or have attitude. A program lacks those poor qualities. (P155)*
Chatbots for entertainment (20%)

• Positive entertainment value

• Bored, to kill time

It’s fun and entertaining. I like chatbots that have funny things to say. (P99)

Usually to ask a question and be entertained with an answer. (P301)
Chatbots for social/relational purposes (12%)

• Social value of chatbot interaction

• Enhance social relations with others

I use them when I feel bored or rather when I feel down and have no one else to go to, it just relaxes me in a way. Gives me someone to vent to without getting judged, I know they aren’t real but it feels like it is. (P264)

if your lonely and just want a chat with someone else. (P141)
Chatbots for the novelty of it (10%)

- Curious and want to try out
- Early phase of development

[...] It’s interesting to see what people can come up with, how lifelike they will become. Sadly, very few pass the test. They are all repetitive in some way. (P88)

They’re new and intriguing. (P66)
Why do people use chatbots?

Conclusion

Productivity important
-> identify use cases where chatbot provides highest usefulness

Entertainment and social motivations
-> support engaging and relational experiences

Novelty a motivator for some
-> may provide useful leverage – for the time being …
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