

專輯論文

聊天機器人擬人化線索對使用者態度與行為意圖的影響：準社會交往的中介效應與任務類型的情境差異

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摘要

隨著聊天機器人的廣泛應用，其擬人化特徵如何影響使用者體驗已成為亟待探討的議題。本研究探究了聊天機器人的擬人化頭像與命名對使用者態度及行為意圖的影響，基於社會存在理論與準社會交往理論，採用實驗法收集 485 份有效樣本數據。結果顯示，就擬人化特徵的效果而言，擬人化頭像與命名可顯著增強使用者對聊天機器人的積極態度、使用意圖及推薦接受意願；就使用場景差異而言，儘管任務類型並未調節擬人化線索與使用意願、接受推薦意願之間的關係，但

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擬人化頭像在享樂導向任務中對於使用者態度的積極效應更為顯著；就影響機制而言，準社會交往與使用者態度在擬人化線索與使用者行為意圖之間存在鏈式中介效應。本研究為聊天機器人設計提供理論依據，建議依據任務類型差異化應用擬人化策略，並優化頭像、命名等線索以提升人機交互品質。未來可進一步探究不同文化背景或任務場景中的影響機制與應用延伸。

關鍵詞：人工智能、聊天機器人、準社會交往、擬人化

Special Issue Article

The Impact of Chatbot Anthropomorphic Cues on User Attitude and Behavioral Intentions: The Mediating Effect of Parasocial Interaction and Contextual Differences Across Task Types

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Abstract

With the widespread adoption of chatbots, research into how their anthropomorphic features shape user experience is urgently needed. This study examines the effects of anthropomorphic cues (e.g., avatars and naming conventions) in chatbots on user attitudes and behavioral intentions. Drawing on social presence and parasocial interaction theory, the research employed an experimental design and collected 485 valid responses. The results indicated three key findings. First, regarding the efficacy of anthropomorphic cues, highly anthropomorphic avatars and human-like naming significantly enhanced users'

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positive attitudes, usage intentions, and willingness to accept recommendations. Second, concerning contextual variations, although task type did not moderate the relationship between anthropomorphic cues and usage intention or willingness to accept recommendations, anthropomorphic avatars exhibited a more pronounced positive effect of user attitude within hedonic-oriented tasks. Third, regarding the underlying mechanisms, parasocial interaction and user attitude functioned as serial mediators in the relationship between anthropomorphic cues and user behavioral intentions. This study provides theoretical grounding for chatbot design, advocating for task-specific anthropomorphic strategies and the optimization of cues such as avatars and names to improve the quality of human-machine interaction. Future research may further explore influencing mechanisms and practical applications across diverse cultural contexts and task scenarios.

Keywords: artificial intelligence, chatbot, parasocial interaction, anthropomorphic