

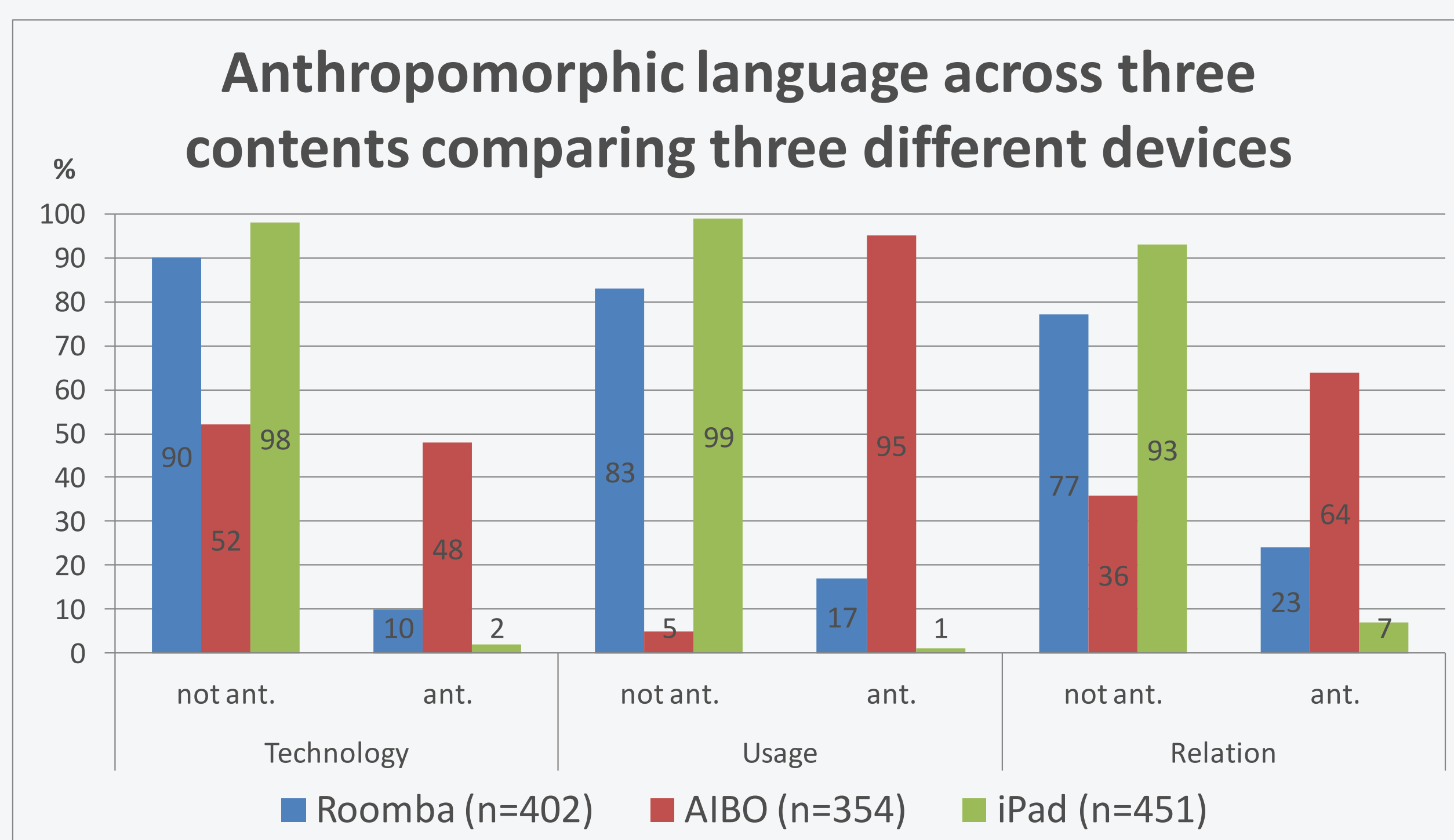
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Roomba is not a Robot; AIBO is still Alive! Anthropomorphic Language in Online Forums

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- **1636 forum segments ...**
... 68 % technology, 22 % usage, 10 % relation
- **3 interactive devices**
Roomba, AIBO, iPad
- **3 different contents**
technology, usage, relation
- **2 categories**
anthropomorphic, not anthropomorphic
- **1 content-analysis, 2 coders**
Kappa 0.78 anthropomorphism, 0.6 content



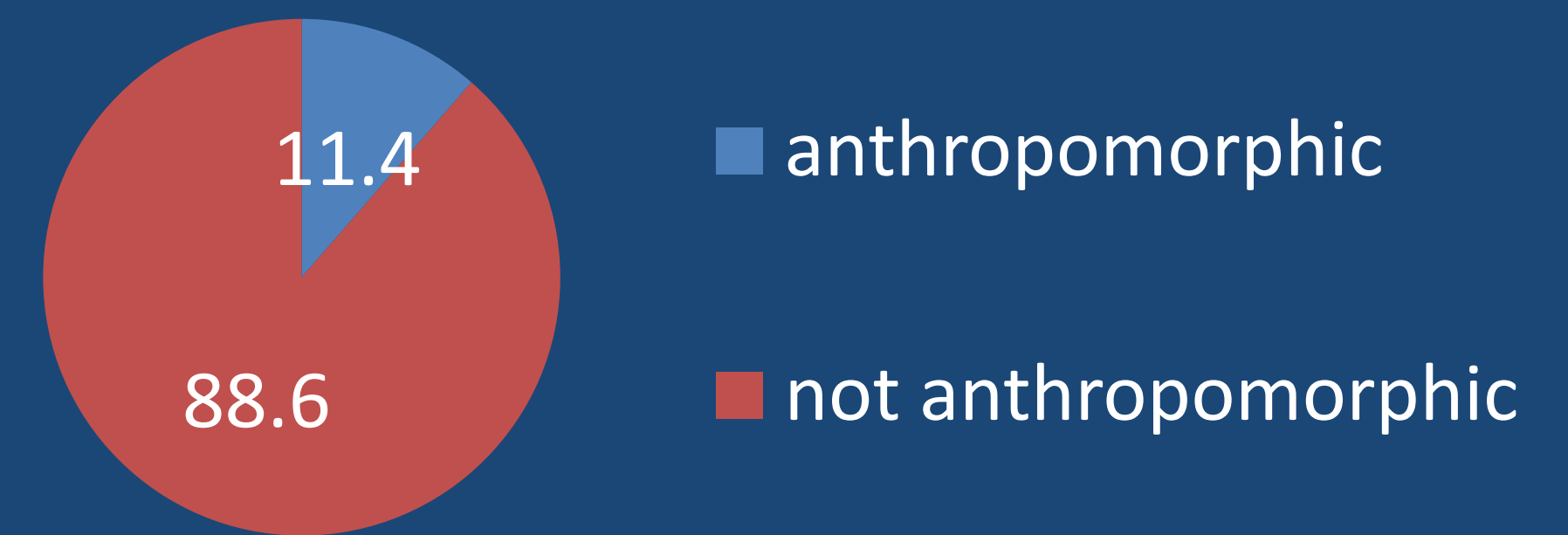
→ **Roomba closer to iPad than to AIBO ...**
... on a subjective scale of how far the artifact encourages people to anthropomorphize.

→ **Anthropomorphism significantly related to device but not to content.**
Between subject analysis using Chi-squared tests.

References

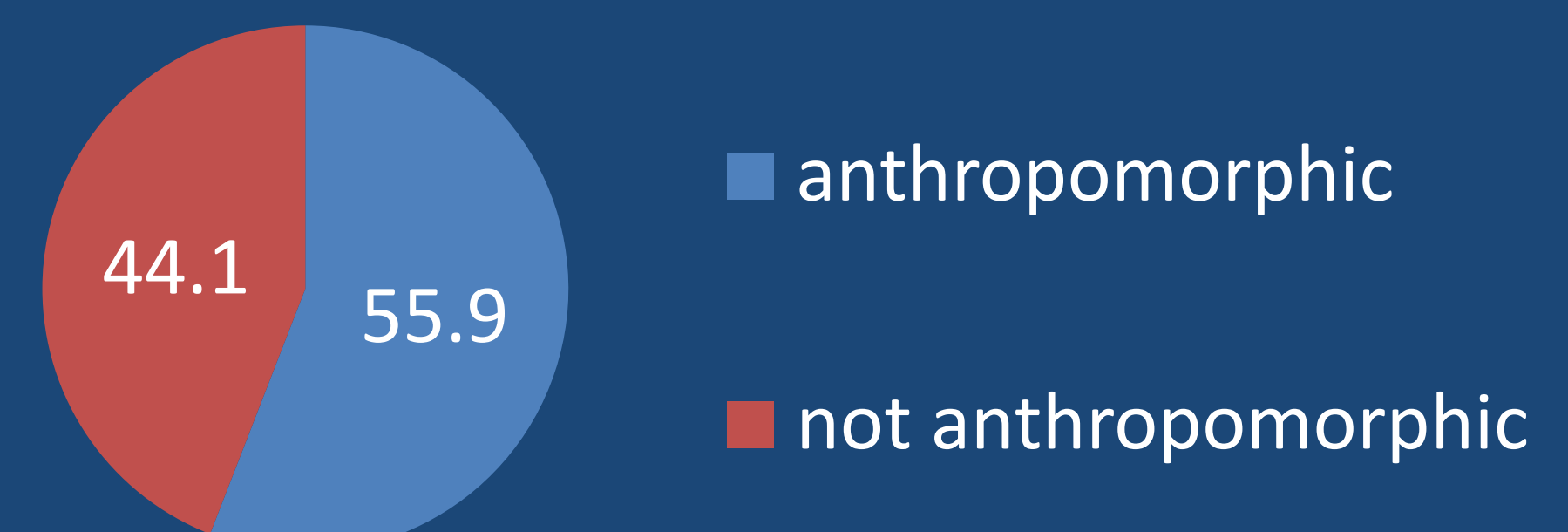
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Language in Roomba forum



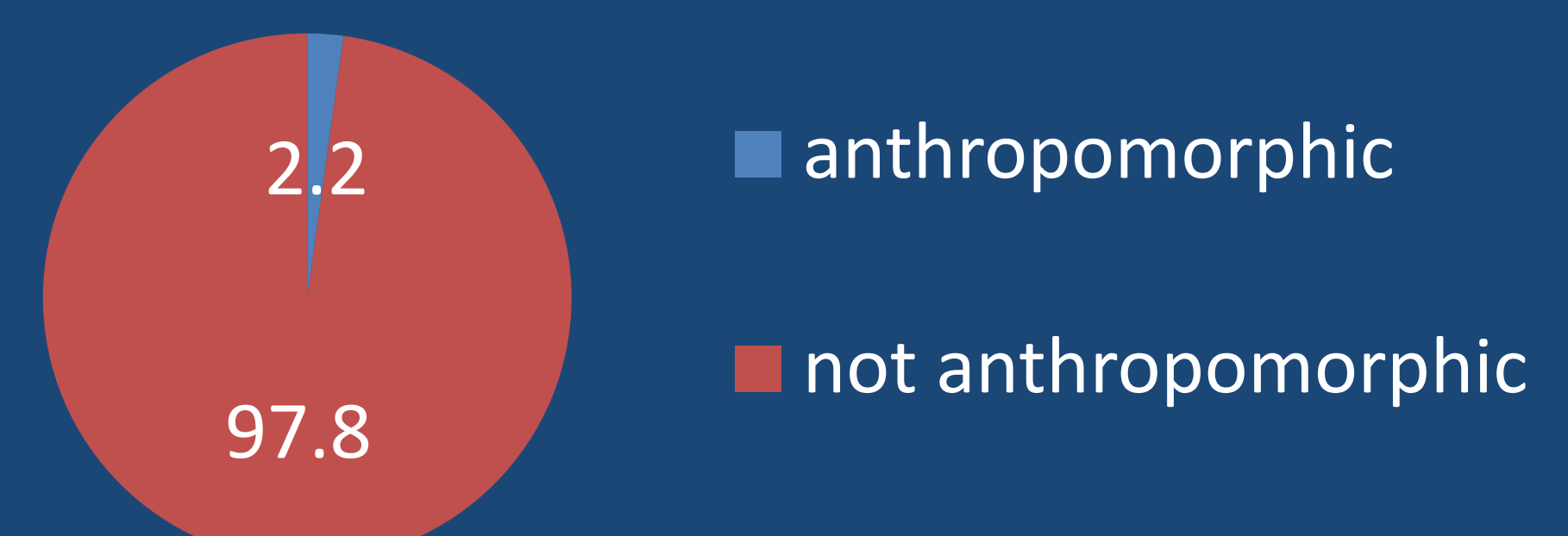
Roomba (iRobot)
Series of autonomous robotic vacuum cleaners
→ Clear purpose, no activities
→ Doesn't evolve over time
→ Low physical interaction

Language in AIBO forum



AIBO (Sony)
• Series of autonomous robotic pets (dogs)
• Encourages to interact and play with it
• Moves and responds intelligently
→ No clear purpose, multiple activities
→ Evolves over time, changes "behavior"
→ High physical interaction

Language in iPad forum



iPad (Apple)
Line of tablet computers (technology)
→ Versatile use cases, multiple activities (games, entertainment, business, etc.)
→ Technological device, no autonomy
→ Intermediate physical interaction (fixed, multi-modal)

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