Exploring Views Toward Conversational Agents that are Used for Health Care

Why is this project important?

- Conversational agents (e.g., chatbots, virtual assistants) can be a useful tool for health promotion and service delivery.
- To date, there has been limited research on people's attitudes and design preferences with respect to these programs.
- Evaluating attitudes and design preferences is important for improving the adoption and use of these programs.
- The purpose of this study was to gain more information about this topic.

What are we doing?

- We administered a survey on the use of conversational agents for health care to a large online sample.
- In general, study participants tended to report mildly positive attitudes toward these programs.
- Attitudes were most positive among those with lower income, lesser education, and higher levels of conscientiousness.
- Participants reported a preference for programs that use text communication, have free or unrestricted language input, and simulate health professionals in their presentation.
- Programs using text communication were favored by people with higher versus lower levels of digital health literacy.

How will this help?

- The results of this study offer useful insight to researchers and companies that develop conversational agents for health care.
- Developers will be able to draw on this information to better design and market these programs.
- Increasing the adoption and use of these programs could improve health outcomes for individuals and the public at large.

Who can I contact?

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