Relationship in Human-Machine Interaction
Workshop, Thursday 14 March 2024

This event highlights the potential of technology to support communication, ease loneliness and decrease isolation, and enable new ways to organize work and life.

Keynotes and **discussions** will highlight aspects of relationship-building of humans and robots, avatars, or devices from the perspective of social psychology, media studies, computer science, and engineering.

The interactive workshop "**Detour: Brand characters, tonalities, and emotions**" offers expertise on the design of robots and virtual agents from the perspective of brand building and brand relationship.

Programme

12:30   Doors open

13:00   **Opening remarks**

Keynote Session 1

13:10   **Dr. Friederike Eyssel**, Professor and Head of Lab, CITEC Center for Cognitive Interaction Technology, Bielefeld University
   "A psychological perspective on social human-robot relationships"

   Dr. Gentiane Venture, Professor, Department of Mechanical Engineering, The University of Tokyo
   "Beyond Human: Expressive Movement in Robotics"

   Dr. Celia Spoden, Senior Research Fellow German Institute for Japanese Studies (DIJ) Tokyo
   "Preventing social isolation: Avatar robots as alter ego for hospitalized students"

14:40   Coffee Break

Keynote Session 2

14:50   **Dr. Andreas Stiegler**, Lecturer, Computer Science and Media Institute for Applied AI, Hochschule der Medien Stuttgart and Strichpunkt
   "Challenges and best practices of building consistent autonomous characters"

   Dr. Mayu Koike, Assistant Professor, Department of Industrial Engineering and Economics Major in Industrial Engineering and Economics, School of Engineering, Tokyo Institute of Technology
   "Virtually in Love: Romantic Anthropomorphism and Virtual relationships"

   Dr. Jiré Emine Gözen, Vice-President International Affairs and University Development and Professor for Media and Cultural Theory, Campus Berlin, University of Europe for Applied Sciences
   "Caring companions, uncontrollable minds and racialized machines: conceptualizations of the relationship between humans, machines and AI"

16:20   Coffee Break

16:30   **Open discussion** on practical aspects of human-machine interactions and relationships.

17:30   **Interactive Workshop** by Dr. Andreas Stiegler of **Strichpunkt**
   "Detour: Brand characters, tonalities, and emotions."

18:30   Wrap-up

18:45   **Networking with Catering**

20:00   End