

ARTIFICIAL INTELLIGENCE

DM629 PNRR Univ. di Padova/MUR - Machine learning for analysis and persuasive communication generation for virtual or physical agents in Industry 5.0

Funded By	UNIVERSITA' DEGLI STUDI DI PADOVA [P.iva/CF:00742430283] MINISTERO DELL'UNIVERSITA' E DELLA RICERCA [P.iva/CF:97429780584]
Supervisor	DI CARLO STEFANO - stefano.dicarlo@polito.it
Contact	Giovanni, Da San Martino, giovanni.dasanmartino@unipd.it
Context of the research activity	Machine learning for analysis and persuasive communication generation for virtual or physical agents in Industry 5.0 Progetto finanziato dal PNRR a valere sul DM 629/2024 "Generica di ricerca PNRR" - CUP: E14D24002310006 Seat of work: Padova For more information, please contact: Giovanni Da San Martino
Objectives	The research aims at improving the state of the art on the detection and generation of persuasive language in any scenario: between humans, between machines, and human/machine. The rhetorical and psychological processes underpinning persuasion will be analysed and they will be injected into machine learning models that detect and generate texts or oral communications. Applications of the technology developed include, among others, the automatic analysis of line texts as well as the generation of messages to motivate users of fitness devices or the interaction between humans and the robots in collaborative robotics industrial scenarios.
Skills and competencies for the development of the activity	Knowledge of Natural Language Processing, Machine Learning, and human-machine interaction, both from the theoretical and the practical point of view. Knowledge of the linguistics processes underpinning persuasion or human-machine interaction will be a plus.