

SICon 2024

**The 2nd Workshop on Social Influence in Conversations
(SICon)**

Proceedings of the Workshop

November 16, 2024

The SICon organizers gratefully acknowledge the support from the following sponsors.

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ISBN 979-8-89176-186-5

Introduction

Social influence (SI) is the change in an individual's thoughts, feelings, attitudes, or behaviors from interacting with another individual or a group. For example, a buyer uses SI skills to negotiate trade-offs and build rapport with the seller. SI is ubiquitous in everyday life, and hence, realistic human-machine conversations must reflect these dynamics, making it essential to model and understand SI in dialogue research systematically. This would improve SI systems' ability to understand users' utterances, tailor communication strategies, personalize responses, and actively lead conversations. These challenges draw on perspectives not only from NLP and AI research but also from Game Theory, Affective Computing, Communication, and Social Psychology.

SI dialogue tasks like negotiation, persuasion, therapy, and argumentation have recently gained traction. Current conversational systems emphasize modeling system strategies using dialogue acts and strategy annotations or modeling users. Prior work also explored related tasks crucial for the eventual development of SI systems, namely outcome prediction, argument mining, and lie detection. However, these efforts are scattered, and only limited efforts focus on building useful systems exhibiting SI skills, such as chatbots. Ensuring AI-driven models' safety, interpretability, and integration into real-time applications that simulate or analyze SI remains challenging.

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David Jurgens, University of Michigan, USA
Kyriaki Kalimeri, ISI Foundation, Turin, Italy
Maurice Schweitzer, Wharton School at the University of Pennsylvania, USA

Viktoria Spaiser, University of Leeds, UK
Yulia Tsvetkov, University of Washington, USA
Yi-Chia Wang, Stanford University, USA
Henning Wachsmuth, Institut für Künstliche Intelligenz, Germany

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Program

Saturday, November 16, 2024

- 09:00 - 09:10 *Opening Remarks*
- 09:10 - 09:40 *Invited Talk - David Jurgens*
- 09:40 - 10:10 *Invited Talk - Kyriaki Kalimeri*
- 10:10 - 10:40 *Invited Talk - Maurice Schweitzer*
- 10:40 - 11:00 *Coffee Break*
- 11:00 - 12:00 *Panel Discussion 1*
- 12:00 - 13:30 *Lunch Break*
- 13:30 - 14:30 *Poster Session 1*
- 14:30 - 15:30 *Poster Session 2*
- 15:30 - 16:00 *Invited Talk - Viktoria Spaiser*
- 16:00 - 16:30 *Invited Talk - Yulia Tsvetkov*
- 16:30 - 16:45 *Lightning Talks*
- 16:45 - 17:00 *Coffee Break*
- 17:00 - 17:30 *Invited Talk - Yi-Chia Wang*
- 17:30 - 18:00 *Invited Talk - Henning Wachsmuth*
- 18:00 - 18:00 *Closing Remarks*

Saturday, November 16, 2024 (continued)