

A Movie Trailer Database Creation

For each movie, we obtain metadata information from Youtube and add other movie attributes, such as plot, actors, and genre using OMDB API⁸.

We enrich the movies from MovieLens datasets (Harper and Konstan, 2015) with more movie trailers by searching the movie title and “trailer” on Youtube with a duration restriction of less than 5 minutes. We choose the trailers that are shorter than 5 minutes so that the crowd-workers do not have to spend a long time on watching them. We used the first retrieved link of the video under the duration constraint. We remove movies without a retrieved trailer from our database. Our motivation to use MovieLens and include more trailers is to link our movie database with MovieLens user review, so that it can be used for future work on building recommendation systems.

Category	Coefficient
Sociable Strategies	
Personal Opinion	0.12*
Personal Experience	0.04
Similarity	0.24*
Encouragement	0.17*
Offering Help	0.02
Preference Confirmation	0.05
Self-Modeling	0.02
Credibility	0.07
Preference Elicitation	
Experience Inquiry	-0.01
Opinion Inquiry	0.04
Movie Attributes	
Recently Released	0.17
Popularity	-0.10
Genre	
Action	-0.01
Romance	-0.03
Thriller	0.25
Comedy	-0.06
Drama	0.34

Table 8: The associations between different strategies, movie attributes, and successful recommendations. * $p < 0.05$

⁸ omdbapi.com

B Heuristics for Recommendation System

Our heuristics for the recommendation system to handle cold-start is as follows. If the seeker never mentions a movie before and the generated text of the recommender dialog system is labeled as “recommendation”, the most recent movie with the last mentioned genre will be recommended.

If the seeker already mentioned a movie, we will query the last mentioned movie with positive or neutral sentiment to the recommendation system for recommendation. The first recommended movie from the recommendation system output will be chosen by our dialog system. If the movie has been recommended, we will choose the next recommended movie in the recommendation output list.

To detect which movies are favored by the seekers and movie titles in the sentence, we use the modules from Liang et al. (2020). The sentiment classifier is a BERT-based (Devlin et al., 2019) model trained on Stanford Sentiment dataset (Socher et al., 2013). For the movie title detection, the model is a bidirectional LSTM-CRF with character-augmented word embedding for the input combined with retrieving similar movie title in the movie database. The movie database is from TMDB. The model was trained on speech transcripts.

To detect movie genre in the sentence, we use regular expression matching for these genres following movie information from OMDB in our database: Action, Animation, Biography, Comedy, Crime, Drama, Documentary, Fantasy, History, Horror, Mystery, Musical, News, Romance, Sport, Thriller, War, and Western. To detect movie actors, actresses, and directors, we use pattern matching for capitalized first letter and find if the name exists in TMDB search for people.

C Dialog Model

The dialog model $p(d)$ of a dialog d with T turns is defined as follows:

$$p(d) = \prod_{t=1}^T p_s(s_t | s_{<t}, r_{<t}) p_r(r_t | s_{<t}, r_{<t}) \quad (1)$$

where s is the seeker’s utterance at turn t and r is the recommender’s utterance at turn t , and $p_s(s_t | s_{<t}, r_{<t})$ is the probability of generating the

seeker’s utterance given the history. The conversation history is represented by they query/key/value features using self-attention. Interested reader can refer to [Wu et al. \(2019\)](#) for more details.

D Training Set-up

We adopt GPT-2 small, which is a 12-head, 12-layer, and 768-hidden size Transformer, with 117M parameters. We use pre-trained GPT-2 Byte Pair Encoding (BPE) tokenizer with the extended vocabulary of 50,310 tokens to tokenize texts. The optimizer is AdamW ([Loshchilov and Hutter, 2019](#)), and the number of warm-up steps is 100. The learning rate is set to 3×10^{-5} , and the dropout rate is set to 0.1. All experiments are run with an NVIDIA GeForce GTX 1080 Ti GPU.

The movie information in the input data, such as actress/actor’s name, movie genre and movie plot, is delexicalized as special tokens. The real information (genre, movie title, etc.) is appended to the utterance. In addition, the strategy label is also treated as special tokens.

We leverage the ReDial ([Li et al., 2018](#)) and movie preference elicitation datasets ([Radlinski et al., 2019](#)) to conduct task-related pretraining. It takes around 1.37 hour to finish one epoch in pretraining the model.

As for the training on INSPIRED dataset, it takes around 16 minutes to finish one epoch. We train the model until it converges. The baseline model usually converges after the second epoch while the strategy-incorporated model after the third epoch.

During the inference stage, we combined top-k based sampling and top-p based sampling (Nucleus Sampling method ([Holtzman et al., 2019](#))). We keep the highest probability tokens whose cumulative probability mass exceeds the threshold p . We manually tuned the threshold of temperature, p and k to make both model achieve their best performance.

The temperature is set as 0.82 for baseline and 0.8 for the strategy-incorporated model. For both model, the threshold of k is set as 400 and the upperbound of p is set as 0.9. We manually tune the hyperparameters.

For the strategy-incorporated model, the strategy is generated first and the utterance is then generated conditioned on the strategy. Although it is a loose constraint, the model learned categorical strategic patterns. For completeness, we also provide validation perplexity and BLEU-4 score in Table 9

Model	Test		Valid	
	PPL	BLEU-4	PPL	BLEU-4
Baseline	9.28	5.11	9.21	5.09
Strategy	8.93	6.63	8.90	7.55

Table 9: Results for automatic metrics in both validation and test data.

E Additional User Study

In addition to the comparison study done by human users mentioned in §6.3, we conduct another user study which asks each participant to rate from 1 (worst) to 5 (best) for the same five aspects: fluency, consistency, naturalness, persuasiveness, and engagingness. For each model, 25 participants chat interactively with it (in total: 50 users). Unlike the user study in §6.3 where 1 user interacts with both models, this time a user interacts with one model since users do not need to compare. These participants are different from the ones reported in the comparison user study (§6.3). From Table 10, we can see that the strategy model has higher ratings than the baseline model in all aspects.

F Example Human-Human Dialogs in INSPIRED

We include 2 annotated examples of human-human dialogs in Table 11 and 12.

G Example Human-System Dialogs

We include example dialog of human seeker and the baseline model in Table 13 and an example strategy-incorporated dialog model in Table 14 from user study. In the user study of evaluating the dialog system, we do not set a minimum turn for the human user.

H Dialog Collection and Annotation Interfaces

Figure 6, 7, 9, 11 show dialog collection interface. Figure 12 and 13 are dialog annotation interfaces for the crowd-workers.

Model	Fluency	Consistency	Naturalness	Persuasiveness	Engagingness
Baseline	3.84	3.80	3.20	3.24	3.56
Strategy	4.28	4.16	3.60	3.52	3.72
Human Speaker*	-	-	4.17	3.97	4.20

Table 10: Average score for human ratings on a 5-point Likert scale. Note that the human-human dialogues were collected before the user study and we did not measure fluency and consistency for human recommender.

Conversation 1	Label
REC: Hi There!	No Strategy
What types of movies do you like to watch?	Offering Help
SEEK: Hello! I'm more of an action movie or a good romance and mystery movie.	
REC: I just saw the trailer for Knives Out when I went to see Joker and it looked like a good mix of action and mystery!	Self-Modeling
SEEK: I seen that one too as I seen Joker about a month ago.	
I thought about asking my fiance about going and seeing it.	
REC: It looks like a good movie for people who like many different movies.	Personal Opinion
It also has a great cast!	Personal Opinion
I was surprised to see Chris Evans in the trailer!	Personal Opinion
SEEK: Maybe with Chris Evans in it it'll be easier to convince my fiance to see it.	
Do you know who else is in the cast?	
REC: Daniel Craig and Jamie Lee Curtis are also in the cast.	Credibility
Daniel Craig does a lot of 007 so definitely a good hearthrob role to convince the misses lol!	Encouragement
SEEK: I am the misses lol. But he loves the bond movies so that should be a good incentive for him to go see it. Do you have any other recommendations?	
REC: The new Star Wars comes out in less than a month, if you are into the franchise.	
SEEK: He is, I think he told me we're getting it when it comes out to add to our movie collection.	
REC: Well that is another great action movie.	Encouragement
I also recommend the John Wick series	Encouragement
SEEK: I haven't seen any of that series. Could you tell me what the general plot is>	
REC: John Wick is a former member of a gang, he was basically an assassin.	Credibility
He falls in love and quits the game, but then his wife dies, and someone comes in and kills his dog.	Credibility
He then goes on a revenge rampage against the people who broke into his house.	Credibility
I have yet to watch the 3rd one but the action scenes were really cool!	Personal Opinion
SEEK: Oh I'd definitely would cry at the dogs death.	
REC: It is really sad!	Similarity
the dog was a last gift from his dying wife which makes it so much worse	Personal Opinion
SEEK: I couldn't even finish I am legend because of the dog dying.	
Anything with animal death makes me ball like a baby.	
REC: Marley & Me had me crying for a good half hour so I completely understand that!	Similarity
SEEK: I avoided that movie because someone told me he passed away.	
My fiance took me to see jurrasic world as our first date and I cried at the dinosuars dying.	
REC: I would definitely avoid that movie if animal deaths make you said.	Similarity
Oh that is so cute though!	No Strategy
SEEK: Yeah, he had to calm me down for about an hour and bought me ice cream to apologize for it.	
REC: Aww that is so sweet.	No Strategy
Given that you dont want to see animals die, and you are looking for an Action/Mystery, I think Knives Out would be a good movie choice.	Pref. Confirmation
Do you agree?	Pref. Confirmation
SEEK: I do agree with that. When it comes out i'll bring it up for date night. Thank you!!	

Table 11: Example 1 for labeled human-human dialog. REC refers Recommender and SEEK to Seeker.

Conversation 2		Label
REC:	Hi there.	No Strategy
	How are you?	No Strategy
SEEK:	I'm doing well. I was wondering if you had any movie recommendations.	
REC:	Let me see.	Offering Help
	Well, what kind of movies do you usually find yourself watching?	Opinion Inquiry
	What do you like?	Opinion Inquiry
SEEK:	I tend to like action movies that also involve comedy.	
REC:	Oh, me too.	Similarity
	So, what did you see last that you liked?	Experience Inquiry
SEEK:	I really liked Avengers: Endgame because I liked the pacing and the effects were great.	
REC:	Okay, I think I kind of understand your taste a little.	Pref. Confirmation
	It's sort of similar to mine, although I haven't seen an action hero movie in a while.	Similarity
	Did you like Guardians of the Galaxy?	Opinion Inquiry
SEEK:	No, I haven't, but I heard good things about it.	
REC:	Oh, I was assuming that you'd seen it.	Offering Help
	I saw that with my son and I was surprised at how much I liked it.	Personal Experience
SEEK:	Were you able to see the sequel for it?	
REC:	No, but I would like to.	Self-Modeling
	I would really recommend that.	Encouragement
	I don't know if you know who Chris Pratt is, but he's a keeper.	Personal Opinion
	He was on Parks & Rec, the comedy show.	Credibility
SEEK:	I love Chris Pratt! I accept your recommendation. Thank you so much.	
REC:	:) oh, I'm so happy.	Acknowledgment
	Cool.	Acknowledgment
	I hope you like it.	Encouragement
SEEK:	Do you have any other recommendations for action movies?	
REC:	Hmmm...I don't know if I can think of any others that are funny like that.	No Strategy
	I know there are some though.	No Strategy
SEEK:	Oh, I just remembered. I really liked Deadpool because it did a great job of mashing comedy and action together.	
REC:	My 20 year old son liked that.	Personal Experience
	I have only seen a couple parts.	Personal Experience
	You've no doubt seen the MIB series, but those were kind of good as well.	Personal Opinion
SEEK:	Can you tell me what you like about MIB?	
	I like Will Smith, but I haven't see any of the movies.	
REC:	Oh, yeah.	Acknowledgment
	They're telling us to quit the hit, but real quick.	No Strategy
	He's funny and creative in it and he's great when paired with Tommy Lee Jones.	Personal Opinion
	It's just creative and makes you laugh unexpectedly.	Personal Opinion
	Anyway, that's all I got.	No Strategy
	It was nice talking to you.	No Strategy
SEEK:	It was great talking to you. I'll be sure to check out your recommendations.	

Table 12: Example 2 for labeled human-human dialog. REC refers Recommender and SEEK to Seeker.

Human Conversation with Baseline Dialog Model	
REC_SYS:	Hello there!
SEEK:	hello, how are you
REC_SYS:	I'm doing good!
SEEK:	that's nice to hear
REC_SYS:	I'm here to help you look for a movie trailer.
SEEK:	really, do you have a recommendation?
REC_SYS:	Do you know what kind of movie trailers you'd like to see?
SEEK:	I like super hero movies
REC_SYS:	Do you know what kind of movies you'd like to see?
SEEK:	i like action movies
REC_SYS:	I do too.
SEEK:	that's pretty awesome, I am glad we have something in common
REC_SYS:	Have you seen the movie Avengers: Endgame?
SEEK:	yes
REC_SYS:	What about Avengers: Endgame?
SEEK:	yes I have seen it
REC_SYS:	Have you seen the movie Assassin's Creed?
SEEK:	no i haven't
REC_SYS:	Did you enjoy it?
SEEK:	i don't know because I haven't seen it
REC_SYS:	If you liked it, you'll love the movie Assassin's Creed.
SEEK:	hm, that's great.
REC_SYS:	Great!

Table 13: Example dialog of human-system. REC_SYS refers baseline recommendation dialog system and SEEK to human Seeker.

Human Conversation with Strategy-Incorporated Dialog Model	
REC_SYS:	Hey there, how are you today?
SEEK:	Hello. I'm good. How are you?
REC_SYS:	Great, thank you. I am great. What kind of movies do you like to watch?
SEEK:	I like to watch romantic comedies. What should I watch today?
REC_SYS:	Awesome. I love comedy movies as well. What is your favorite comedy movie?
SEEK:	My favourite comedy movie is called 3 idiots
REC_SYS:	Yes I love that movie! How about Like a Boss?
SEEK:	I've never watched that before
REC_SYS:	Awesome! It is a comedy movie.
	Do you prefer movies that have a little bit of humor or are more of an action/adventure type of movie?
SEEK:	A bit of humor is goodd
REC_SYS:	Onward is a good one for sure. It is a fun comedy.
SEEK:	What is that one about?
REC_SYS:	"In a suburban fantasy world, two teenage elf brothers embark on an extraordinary quest to discover if there is still a little magic left out there."
SEEK:	Oh that's cool. I might watch that one then
REC_SYS:	Onward is a great movie to see if you are into comedy movies. You should definitely watch it.

Table 14: Example dialog of human-system. REC_SYS refers strategy-incorporated recommendation dialog system and SEEK to human Seeker.

Task Description

In this task, you will chat with the other person regarding **movie trailer recommendation**.

You should be a BIG FAN of MOVIES to qualify for this task.

Please answer the following question:

In the last three months, did you watch any movies whether in movie theater or any place (using TV or using personal computer)?

☒

 Yes

☐

 No

Submit

Figure 6: Onboarding page of both seekers and recommenders

You are a Recommender

Be careful with moving your mouse, don't disconnect before you finish the chat and the post-task survey!

Guidelines

Please review 6 types of examples in the Cheat Sheet below briefly. It will be shown on the left box later. These are some strategies that you may want to use when recommending a movie trailer. Click "Finish Reading" to start chatting.

=== Cheat Sheet ===

1. Being sociable

Introduction

- "Hello, I am here to help you looking for a movie trailer" (*Greet your partner*)
- "Do you know what kind of movie trailers you would like to see?" (*Ask their preference*)
- "What is the last movie that you watched?" (*Ask their movie history*)

"Do you want a movie with similar story or a different one?"

If they are not sure what movie trailer to watch, you can guide them by sharing the movie you like. Try not to always ask questions.

Personal opinion

- "I was really impressed with Big Hero 6. I love their friendship!"

Personal experience

- "I watched it with my best friend, and we kept talking how we relate to the friendship of the main character and the robot."

2. Being credible

Use knowledge about the video

- "Tom Cruise is in this movie!" (*Actor*)
- "La La Land won 6 Oscars, you won't regret seeing it!" (*Award*)
- "It's a story about a robot named Baymax and a young boy Hiro who forms a band of high-tech heroes." (*Plot*)

3. Emotional appeal

- "Think about how a man was sold into slavery"
- "Yeah, horror movies are scary. I prefer action movie too." (*Be sympathetic*)

4. Specificity

Better to recommend and **discuss one with more details** until your partner accepts or rejects it.

5. Transparency

When you recommend a movie trailer, tell them how you come up with it.

- "I remember you said that you like **fairy tales and songs**, and you want to see something unique."

6. Conclusion drawing

- "So would you like to watch this movie trailer?"

Finish Reading

Figure 7: Strategy tips for recommenders before they start chatting

You are a Recommender

Be careful with moving your mouse, don't disconnect before you finish the chat and the post-task survey!

Show Cheat Sheet

1. Greet your partner.

2. Get to know your partner's movie preference by **chatting naturally as to a friend!**

3. Ask for the latest movie they watch, what they like from that movie, what they don't like.

4. Click "Show Cheat Sheet" for help/strategies.

5. After you know your partner's preference , click "Got It" to start searching and recommending movies.

(There is a minimum of 5 chat turns)

Note:

You will be evaluated based on how sociable and persuasive you are. Please try to be engaging as possible and use a wide range of vocabulary.

Your partner will be able to watch the trailer after chatting is done.

SYSTEM:

Successfully matched.

If you **successfully recommend a movie to your partner, you will get a bonus.**

We encourage you to keep the conversation until your partner accepts your recommendation.

Don't mention this task (like the minimum turn) or Amazon Mechanical Turk on the chat.

RECOMMENDER: hello

Waiting for the next person to speak...

Figure 8: Recommender’s chat interface during preference elicitation phase

You are a Recommender

Be careful with moving your mouse, don't disconnect before you finish the chat and the post-task survey. If your partner has watched a movie that you recommend, you can ask if they want to rewatch or not.)


Show Cheat Sheet

Search Trailers

La La

Clear Selected Movie

Title	Year	Genre
SelectedLa La Land	2016	Comedy, Drama, Music, Musical, Romance



Plot:

While navigating their careers in Los Angeles, a pianist and an actress fall in love while attempting to reconcile their aspirations for the future.

Actors: Ryan Gosling, Emma Stone, Amiee Conn, Terry Walters

Directors: Damien Chazelle

Production: Llongate Films

Awards: Won 6 Oscars. Another 215 wins & 254 nominations.

Ratings: Internet Movie Database: 8.0/10, Rotten Tomatoes: 91%, Metacritic: 93/100

SEEKER: I have heard about it but I never watched. What is it about?

RECOMMENDER: It's about two people met in LA and have dreams. And it has Emma Stone in it

SEEKER: My favorite actress! Does she sing?

RECOMMENDER: Yes. One of my favorite songs is here. It's called City of Stars

SEEKER: You got me! Send me the trailer :)

RECOMMENDER: Okay! Is there anything else that I can help you?

SEEKER: that's all thanks!

Please enter here...SendDone

Figure 9: Recommender’s chat interface during recommendation phase. On the left side is the search bar.

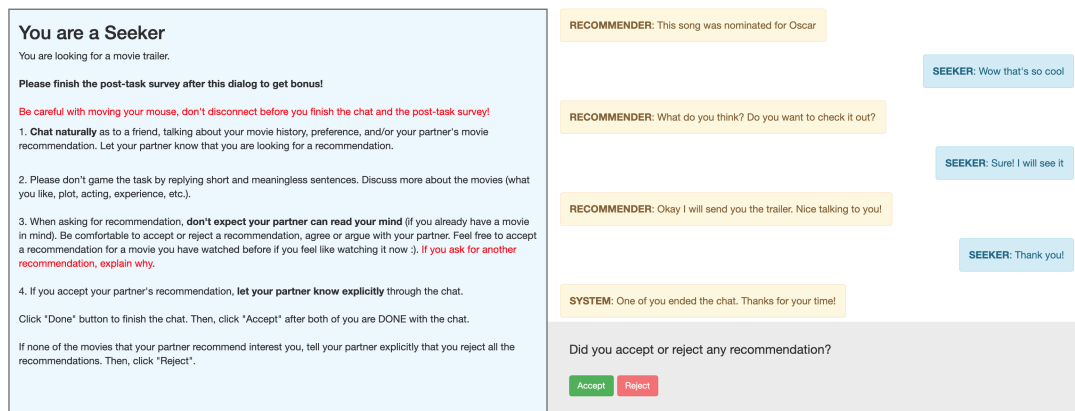


Figure 10: Seeker's chat interface after they finish the chat, and the Recommender sends over the movie. Seeker can choose to accept or reject.

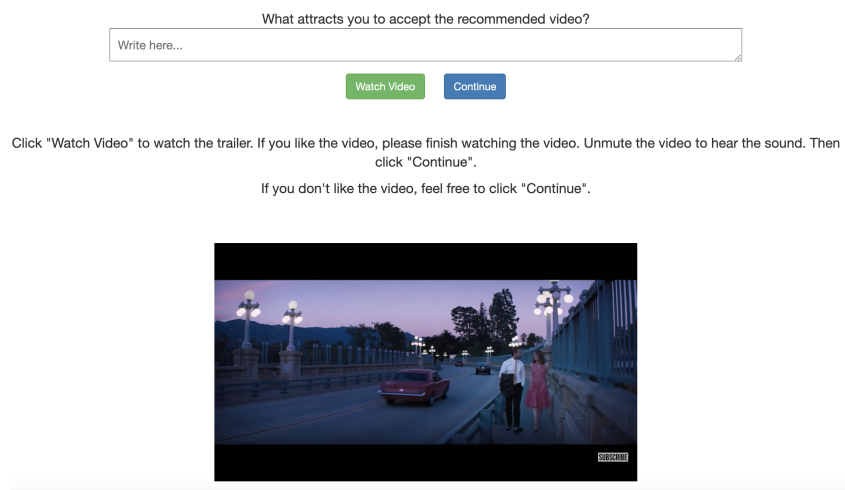


Figure 11: A page for seeker to watch the recommended video

1. No strategy

Any sentences that are not related to movie recommendation are here. Greetings and closing are also here.

Example:

"Hello", "The weather is pretty nice today"

"How are you?", "Happy Thanksgiving!", "No problem!"

2. Acknowledgment

When the Recommender responds to the Seeker mostly in just one word.

Example:

"Oh, okay", "Okay", "Cool!", "Awesome!"

3. Intention disclosure

The Recommender is offering help for the Seeker for recommendation and sharing a movie trailer link.

Example:

"Let me help you find a movie"

"I'm here to help you find a good movie!"

4. Self-modeling

The Recommender becomes a model to do something first so that the Seeker will follow.

Example:

"I want to watch it myself"

"I would start with Frozen first and if you enjoy that you'd probably enjoy Frozen 2"

"I haven't seen it, but this movie is on top of my list!"

5. Rephrase seeker's preference

The Recommender rephrases the Seeker's movie preference for confirmation that the Recommender is trying to understand the Seeker's taste.

Example:

"You must like movies with snows and princesses!"

"I am guessing you are looking for a modern movie, not 80s type"

6. Agree with seeker or have similar experience

Recommender agrees with Seeker's opinion. This strategy should not be confused with **Share movie-related opinion**. For

Agree with seeker, the Seeker should express their opinion about something, and then the Recommender agrees with the Seeker's opinion.

Example:

"I felt the same way!", "I do too!", "The movie is scary indeed."

"You are just like my friends and I!"

7. Praise or encourage seeker to watch

The Recommender praises the Seeker's choice or supports the Seeker to watch a movie. If you are confused between this strategy and **Agree with seeker**, choose

Praise or encourage seeker to watch over **Agree with seeker** unless you find a specific keyword such as "too", "as well", "so do I", etc.

Example:

"Let the kids see even old people can be cool too!" →

Encouragement

"Nice choice of movies!" → Praise

"I think it is on Netflix now you should give it a shot!" →

Encouragement

"I think you will enjoy this movie!" → Encouragement

8. Share personal movie-related opinion

The Recommender makes **personal opinion** (good, bad, etc.) about the movie, plot, actors, directors, production, and so on. If the Recommender responds to a Seeker's opinion by giving their agreeable opinion, it should fall under **Agree with seeker**.

Example:

"I've enjoyed Christopher Nolan thrillers;"

"She is an acting powerhouse"

Note: If the Seeker makes an opinion about the Seeker to watch a movie (e.g. "I think you will enjoy it"), the label should be

Praise or encourage seeker to watch. If the Seeker makes an

opinion about things unrelated to movie recommendation (e.g. "I love sunny days" - assuming this is not related to movie plot), its label should be **No strategy**.

9. Provide movie facts

Recommender shares **factual** movie information on actors, plot, director, award, etc.

Example:

"It has Daniel Craig and Katherine Langford!" → actors

"It is a story about a techy boy and his robot best friend" → plot

"7.6/10, Rotten Tomatoes: 99%, Metacritic: 84/100" → plot

10. Share personal movie-related experience

The Recommender shares personal experience about the movie.

Example:

"I grew up watching it every year with my family."

"I watched this movie with my best friend!"

"I think my Grandma also does not like that movie." (In this case, we take the statement that the Recommender's Grandma does not like the movie as a fact)

11. Opinion question

Recommender asks for Seeker's opinion (good, bad, interesting, amazing, etc.) about specific movie, plot, actors, etc.

Example:

"What do you think about the story of How to Train Your Dragon?"

"What else did you like Emma Stone in?"

"How do you feel about Superman?"

12. Experience question

Recommender asks for Seeker's movie history.

Example:

"Have you ever watched The Silver lining"

"What was the last action or comedy movie you watched?"

13. Confirmation question

Recommender asks for Seeker's confirmation on a topic related to movie recommendation.

Example:

"Would you like to watch the trailer?"

"Perhaps you mean something like a musical then?"

"Would it be leaning toward thriller?"

14. Question related to offering help

Recommender asks how can they help the Seeker.

Example:

"How can I help you with a movie recommendation?"

"Hello, are you looking for a movie recommendation?"

Figure 12: A screenshot of the website interface describing strategy definition for annotation task for the crowd-workers

Turn	Utterance	Label			
1	RECOMMENDER: Hello, good morning	Strategy		No Strategy	
		Statement	Question		
		Intention disclosure (<i>"Let me help you find a movie"</i>)	Opinion question (<i>"What do you think about this movie?", "Do you like comedies?" "What is your favorite movie?"</i>)		
		Self-modeling (<i>"I want to watch it myself"</i>)			
		Rephrase seeker's preference (<i>"I guess you like romantic comedy then"</i>)			
		Agree with seeker or have similar experience with seeker (<i>"Me too! I feel the same way", "You are just like my friends and !!"</i>)			
		Opinion	Facts		Experience question (<i>"Have you watched this movie?"</i>)
		Praise or encourage the seeker to watch (<i>"Great choice!", "I think you will enjoy this movie"</i>)	Provide movie facts (genre, actors, ratings, etc - "Emma Stone plays in this movie")		
		Share personal movie-related opinion (<i>"I love this movie!", "She is amazing"</i>)	Share personal movie-related experience (<i>"I watched it with my family"</i>)		
1	RECOMMENDER: Are you looking for a movie recommendation?	Strategy			No Strategy
		Statement	Question		
		Intention disclosure (<i>"Let me help you find a movie"</i>)	Opinion question (<i>"What do you think about this movie?", "Do you like comedies?" "What is your favorite movie?"</i>)		
		Self-modeling (<i>"I want to watch it myself"</i>)			
		Rephrase seeker's preference (<i>"I guess you like romantic comedy then"</i>)			
		Agree with seeker or have similar experience with seeker (<i>"Me too! I feel the same way", "You are just like my friends and !!"</i>)			
		Opinion	Facts		Experience question (<i>"Have you watched this movie?"</i>)
		Praise or encourage the seeker to watch (<i>"Great choice!", "I think you will enjoy this movie"</i>)	Provide movie facts (genre, actors, ratings, etc - "Emma Stone plays in this movie")		
		Share personal movie-related opinion (<i>"I love this movie!", "She is amazing"</i>)	Share personal movie-related experience (<i>"I watched it with my family"</i>)		
1	SEEKER: Hi, yes, I want to watch a good movie this weekend				

Figure 13: Interface for crowd-workers to annotate the dialogs