

SICon 2025

**The 3rd Workshop on Social Influence in Conversations
(SICon)**

Proceedings of the Workshop

July 31, 2025

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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.

We are excited to host the Third Workshop on Social Influence in Conversations (SICon 2025) in Vienna, Austria — SICon is a one-day hybrid event, co-located with ACL. As SI dialogue tasks (negotiation, persuasion, therapy, and argumentation) have recently gained traction, this workshop offers a venue to foster discussion on social influence within NLP while involving researchers from other disciplines — e.g., affective computing and the social sciences.

SICon 2025 includes keynote talks, panel discussions, poster sessions, and lightning talks for accepted papers. This workshop allows researchers at various stages of progress to share their exciting work and to discuss topical issues related to social influence.

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Program

Thursday, July 31, 2025

- 09:00 - 09:10 *Opening Remarks*
- 09:10 - 09:40 *Invited Talk – Weiyang Shi*
- 10:40 - 11:00 *Coffee Break*
- 12:00 - 13:30 *Lunch Break*
- 13:30 - 14:30 *Poster Session 1*
- 14:30 - 15:00 *Lightning Talks*
- 15:00 - 15:30 *Coffee Break*
- 15:30 - 16:00 *Poster Session 2*
- 16:30 - 17:00 *Invited Talk – Monojit Choudhury*
- 17:30 - 18:00 *Closing Remarks*