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""8.2.1 Refinement of the Models""

Sommario/riassunto

Culture plays a crucial role in our lives. Depending on our cultural background, we judge on and react to everything that we encounter. Subtle differences in behavior can lead to misunderstandings or even culture shock. In a similar manner, virtual characters can be declined by certain user groups when showing culturally inappropriate behavior. But how can social aspects such as culture be integrated into the behavioral models of virtual characters? Birgit Endress addresses this question by carrying out a hybrid approach that is based on theoretical background from the social sciences as well as a multimodal corpus analysis, and exemplified the approach for the German and Japanese cultures. For this purpose, different methods from artificial intelligence and multiagent systems are applied and simulated with a virtual character system. Contents Virtual Agents Behavioral Models Culture: The German and Japanese Cultures Target Groups Academics and practitioners in the fields of Virtual Agents, Autonomous Agents, Human Factors, Multimedia.
