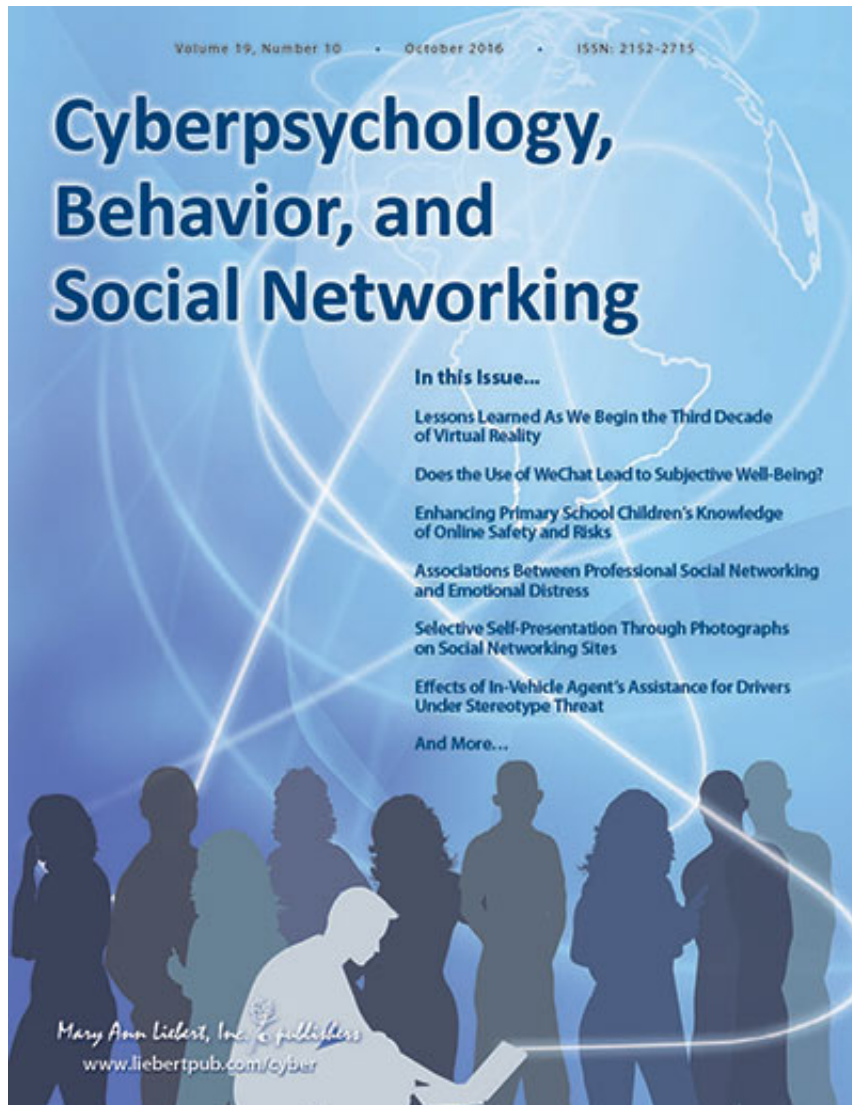


# How can the smart effect help build human-robot trust?

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Strategic messaging that precedes human-robot interaction can help build the trust needed for effective human-robot communication and positive interaction outcomes, according to a study published in *Cyberpsychology, Behavior, and Social Networking*.

The article entitled "Advancing the Strategic Messages Affecting Robot Trust Effect: The Dynamic of User- and Robot-Generated Content on Human-Robot Trust and Interaction Outcomes" examines the impact of Strategic Messages Affecting Robot Trust (SMART). The researchers conducted two experiments in which they studied the effects of either user-generated information or robot-generated content delivered in the pre-interaction stage on human-robot trust and interaction outcomes.

"As human robot interactions become more prevalent in both our personal and professional lives, it becomes increasingly more important that we understand how to work together most effectively," says Editor-in-Chief Brenda K. Wiederhold, PhD, MBA, BCB, BCN, Interactive Media Institute, San Diego, California and Virtual Reality Medical Institute, Brussels, Belgium. "Drawing on lessons learned from previous animal-human interaction training prior to our engagement may serve to create improved trust and communications."

**More information:** Yuhua (Jake) Liang et al, Advancing the Strategic Messages Affecting Robot Trust Effect: The Dynamic of User- and Robot-Generated Content on Human–Robot Trust and Interaction Outcomes, *Cyberpsychology, Behavior, and Social Networking* (2016). [DOI: 10.1089/cyber.2016.0199](https://doi.org/10.1089/cyber.2016.0199)

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