ETH zürich

Master's Thesis Proposal

Healthcare Chatbots: Leveraging the Onboarding Process

Context

Chatbots are a promising touch point for health consumers for the provision and promotion of digital health interventions. However, maintaining engagement with such chatbots will be a pre-requisite for achieving any intervention success since users who stop interacting with the chatbot or who use it at a "sub-optimal frequency" will neither receive the therapeutic nor other informational messages that are necessary to achieve desired treatment outcomes.

As the first impression of a chatbot may lay the groundwork for the rest of the patient-chatbot relationship, this thesis will therefore further investigate "first encounters" with healthcare chatbots and the impact of different onboarding strategies on user engagement and retention.

About the project

In a series of prior studies, we have already identified major onboarding themes and elements. This thesis will build upon this research and validate the framework with a follow-up analysis of onboarding practices in currently available chatbots in practice ("in the wild").

Major tasks include, but are not limited to

- Review and synthesis of relevant literature and studies that we have already conducted
- Development of an independent research question and dedicated hypotheses
- Preparation, development, and execution of an online or field experiment
- Data analysis and presentation of results

Requirements

We are looking for a highly motivated student with excellent analytical skills. A general interest in (digital) healthcare, chatbots, and human-computer interaction as well as the ability to work independently are required.

Start: Anytime, as soon as possible
Methodology: Qualitative Content Analysis
Duration: 6 months

www.techmarketing.ethz.ch →
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