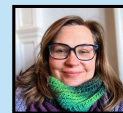


The Wizard-of-Oz method for designing chatbots to support career curiosity in young people



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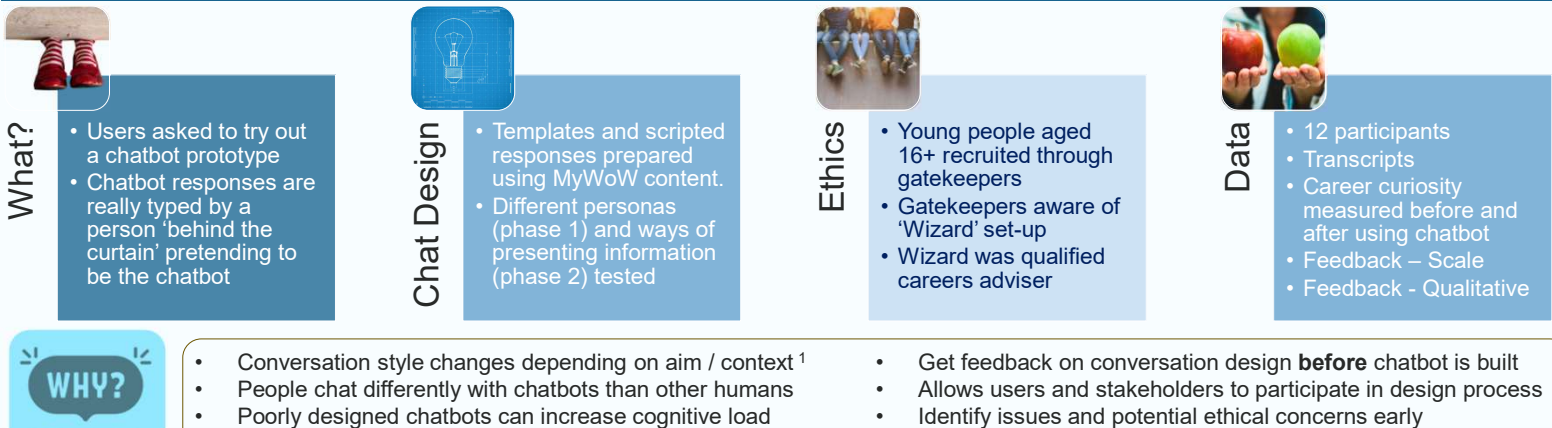
Previous research

- Panel of SDS practitioners' reached consensus about requirements for chatbot for young people
- Findings
 - Chatbot should provide career information in a way that encourages **curiosity and exploration**
 - Ethical** requirements include **clear boundaries** for chatbot role



Link to paper

Wizard of Oz Method



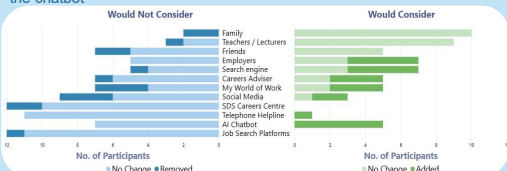
Results

Career Curiosity (CC)

Did the 'chatbot' change career curiosity?

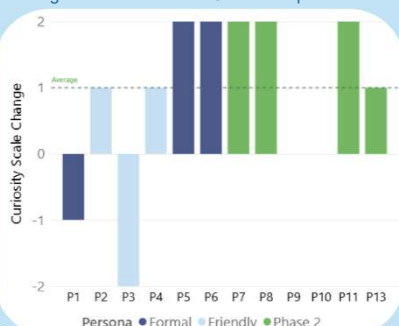
Career Information Sources

Information sources young people said they would consult after using the chatbot



Career Curiosity

Career curiosity was measured before and after using the chatbot using an extract from the Career Adaptabilities Scale.²



User Experience (UX)

Did young people enjoy using the 'chatbot'?

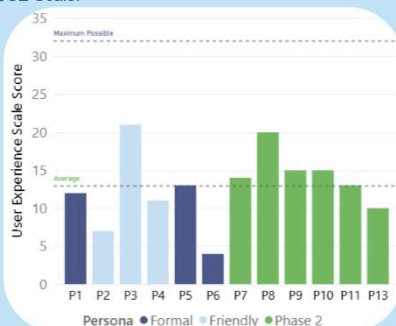
Qualitative Feedback

Links to other websites was the most valued feature. Inability to answer specific questions sources was most common negative.



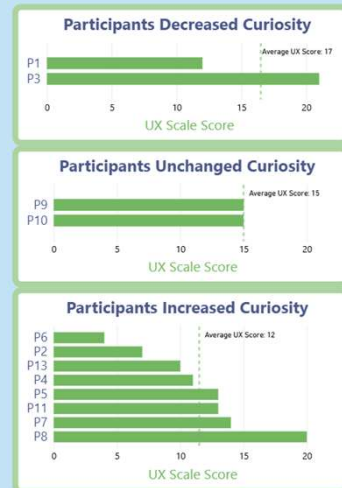
User Experience

User experience was measured using an adapted version of the BOT USE Scale.³



CC & UX

Is there a relationship between user experience & career curiosity?



Participants who's career curiosity increased scored the chatbot user experience lower than participants who's career curiosity decreased or remained the same.

Conclusions

Most participants reported increased career curiosity and interest in exploring different information sources after using the chatbot. Participants found links to other sources of information and support were particularly helpful. The majority of referrals were to My World of Work and school-based careers advisers, which indicates that a chatbot could be a useful signposting tool. The comparison of UX and CC indicates a tension between high quality of user experience and the chatbot goal of developing curiosity. Chat design should balance usability with the friction needed to encourage exploration.

Key References

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- Savickas, Mark L., and Erik J. Porfeli. 'Career Adapt-Abilities Scale: Construction, Reliability, and Measurement Equivalence across 13 Countries'. Journal of Vocational Behavior 80, no. 3 (2012): 661–73. <https://doi.org/10.1016/j.jvb.2012.01.011>
- Borsci, Simone, Martin Schmettow, Alessio Malizia, Alan Chamberlain, and Frank van der Velde. 'A Confirmatory Factorial Analysis of the Chatbot Usability Scale: A Multilanguage Validation'. Personal and Ubiquitous Computing 27, no. 2 (2023): 317–30. <https://doi.org/10.1007/s00779-022-01690-0>

Next

SDS staff have reviewed transcripts. Their feedback will be analysed and compared with young people's. The transcripts will be analysed to identify chat design patterns that affect CC and UX.

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