Contact Information:

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Scott Schanke

Education

Ph.D. (Information Systems) University of Minnesota (Expected May 2021)
B.S.B. (MIS and Finance) University of Minnesota, May 2012

Preliminary Exam: *Passed August 2018*

Selected Coursework

APEC 8211 & 8212: Applied Econometric Analysis I & II
IDSC 8521: System Development
IDSC 8531: Economics of Information Systems
PA 8302: Applied Policy Analysis
CSOM 8101: Applied Economics PhD Seminar
LING 5206: Linguistic Pragmatics
LING 5801: Computational Linguistics
IDSC 8721: Behavioral Decision Theory
IDSC 8620: Data Mining and Personalization

Research

"Style and Content of Firm-Generated Posts on Social Media: A Study of User Engagement on Product Pages on Facebook," Scott Schanke, Mihir Wagle, Gautam Ray, Gedas Admomavicius *(In Preparation for Submission to Information Systems Research)*

"The Effect of Politeness on Social Media Advertising Compliance: Evidence from a Randomized Field Experiment Conducted on Facebook," Scott Schanke, Gordon Burtch, Gautam Ray *(Working Paper)*

"Estimating the Economic Impact of `Humanizing' Customer Service Chatbots," Scott Schanke, Gordon Burtch , Gautam Ray *(Under Review)*

Awards and Grants

"The Effect of Politeness on Social Media Advertising Compliance: Evidence from a Randomized Field Experiment Conducted on Facebook," INFORMS Conference on Information Systems and Technology - *Best Conference Paper Runner Up 2018*

As a researcher, I am interested in how Artificially Intelligent agents (e.g., robots, chatbots) can be designed with economic and social outcomes in mind. Although most of the burgeoning work on the Economics of AI and automation has sought to quantify their impacts on macroeconomic indicators, or how aspects of AI (machine learning) can be leveraged to achieve improved causal inference, my research focuses on how the design and implementation of AI may influence micro decision-making. As with other forms of technology, I believe that to reap maximal benefit from this economically disruptive technology, it is crucial that we first understand how best to design autonomous agents, with social and economic implications in mind.

My initial work in this area seeks to understand how anthropomorphism, an AI design element which uses social cues to evoke a perception of human-like qualities in AI agents, influences human transaction partners' behavior in a real-life bargaining scenario, similar to the Ultimatum Game. In a field experiment, we automate a retailer's clothing buyback process, by constructing a text based AI agent to take in information about the seller's clothing and make a price offer. We exogenously vary both the level of anthropomorphism present in the agent, as well as the price offers made to customers. Overall we find that imbuing an agent with more anthropomorphism (more social cues, like typing delays and message read receipts) leads to a higher conversion probability. Interestingly, we also find that increases in anthropomorphism cause individuals to become more price sensitive.

My future work will investigate how perceived personality features of Artificially Intelligent agents and other contextual moderators can further influence an individual's economic decision making.