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## Master Thesis

# Social Acceptance of Chat Bots

The topic of chat bots is an extremely exciting field of research, especially in times of digitalisation. Together with the University of Paris, an empirical survey on the social acceptance of chat bots is being conducted.

The task is to conduct an empirical survey on this topic and then to process the results. For this purpose, a comparison between the French and Austrian study results will also be carried out. The questionnaire will be translated from English into German and sent out. Following the approach of the university in France, the questionnaire will be sent to students and evaluated. The results are to be prepared for a scientific paper.

### Tasks

- Theoretical treatment of the topic Chat Bots
- Implementation of an empirical survey
- Data preparation and data analysis
- Preparation of a publication

**Location/Duration:** At home/Library  
Start: Immediately  
Duration: approx. 7-8 months

**Important:** Internally assigned master thesis  
Institute of Business Economics and Industrial Sociology  
Interest in empirical surveys desired!

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