

Using the Technology of Conversation to Build Better Technology for Conversation

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AVIOS February 6, 2018



The Field of *Conversation Analysis* uncovers the Technology of Conversation

- Sequence Organization
 - Question-Answer is the strongest sequence pair
- Turn-taking Machinery
 - Organizing turns-at-talk with minimal gap and overlap
- Repair
 - Mechanisms to deal with troubles in speaking, hearing or understanding

Call Center Interaction

33 C: what about tapes
34 A: what do you mean by tapes
35 C: on the tape recorder
36 so a tape recorder
37 A: they're in one hundred media
38 along you're your pictures

?

Conversation Analysis Uncovers Members' Methods

If human activity exhibits a methodical orderliness, it does so not only to us, the observing analysts, indeed not in the first place for us, but for the co-participants who produced it.

Schegloff and Sacks 1973:290

- Naturally occurring, recorded interaction
- Line-by-line analysis: *What is the turn-at-talk doing?*
- Collections of similar phenomenon
- General observations from particular instances



Sequence initiating actions make relevant a range of next actions 1

Talking to an idiot

1 A: hello there you're through to Steven at Telcom Mobile
2 [can I] start by taking your mobile telephone number please
3 C: [oh good]
=> 4 C: you can indeed,
=> 5 »uh can I« just warn you (.) you're talking to an idiot
6 (.) so you're gonna [have to speak ever s
7 A: [oh: no you're not

?

What is C doing? Qualifying her knowledge level

Sequence initiating actions make relevant a range of next actions 2

Running Out of Time

- 1 A: good morning you're through to Tom
 - 2 at Telecom Mobile technical support,
 - 3 can I start by taking your mobile phone number please?,
 - => 4 C: morning I'm trying to speak to someone on the uhh
 - => 5 handset support team (0.4) about an unlocking code,
- ?
- ?

What is C doing? Conveying the urgency of his problem

Turn length and content are variable 1

Internet's not working?

```
24 A: how is it I can help you this afternoon
=> 25 C: um my internet's not working
=> 26     it was working and then last night it's gone
```

?

What is C doing? Headlining the Problem + Context

Turn length and content are variable 2

Trying to Get My Internet Connection

```
12  A: how's it I can help you
=> 13  C: uh this is the third time
=> 14      I'm trying to get my ehm internet connection today
15  A: [right]
=> 16  C: [uhm] two failed attempts with thee uhm upgrade I had before
=> 17      and this is my third time trying to get it back on again
```

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What is C doing? Headlining the Problem + Context + Complaining

Turn length and content are variable 3

The Internet Isn't Working

12 A: how can I help you today
=> 13 C: uhm I've put my sim into: uhm uh (0.4) another phone
15 A: yep
=> 16 C: uhm >basically I've got a new phone,<
=> 17 and uhm **the internet isn't working**
=> 18 so I was wondering if I could get the settings
=> 19 or whatever it is I need to do, please

?

What is C doing? Context Preface + Problem Reporting + Request

Turn length and content are variable 4

I cannot connect to the internet?

10 A: how's it I can help you today
11 C: well uhm (0.5) I'm hoping you can I actually
12 I recently uhm I recently uhm had a new (.) free (.)
13 sim card from yourself (.) uhm
14 which I then trans had transferred uhm to my old number
15 together with the outstanding balance (.) okay?
15 A: yeap
16 C: now this sim card was in a (.) very old Nokia phone
17 that simply uh you could just do te just make calls and do texts on
18 ri:ght so what I've actually done I've actually bought a (.)
19 sim free smart phone now uhm put the sim card in
20 and I can make calls on it, I can send texts with it, uhm
=> 21 but for some unknown reason if it it may it may be me being really thick
=> 22 but for some unknown reason **I cannot uh connect to the internet** with it
23 let's say for uhm is it (.) do you term it mobile data or something?,

What is C doing? Context Story + Upshot Problem Reporting

Repair halts interactional progressivity

You've completely lost me there?

1 A: o:kay so uhm so you wanted to know thee: what ch- the capture size for zoe
2 C: **yes**
3 A: well uhm it's taking uhm a couple of different things
4 when you click the capture button (.) using zoe,
5 basically uhm it takes three second full H-D video
6 C: **eh hm**
7 A: and up to about twenty photos
8 C: **yeah**
9 A: uhm the twenty photos are the results of five uhm different photos
10 taken each time from one second after the shot to three seconds
11 C: **okay**
12 A: after it uhm the video saves as an M-P four file
13 C: **oh yes**
14 A: and uhm if uhm if you're into uh video codecs it's using the M peg codec
15 C: **eh hm**
16 A: and uhm that's taking about twenty four frame a second and uhm
17 the uh the audio format on it is uhm again if you're .H
18 into your audio file formats it's gonna be A-A-C stereo
=> 19 C: **why you've completely lost me there cuz I uh**
=> 20 **you're just talking technical jargon I don don't understand**
=> 21 A: **ah well I do apologize there then**
22 uhm as I said, when you uhm when you're taking the zoe [photo]
23 C: **[yeah] uh huh**
24 A: uhm you're basically gonna get three seconds (for) H-D video
25 C: **alright [then]**
26 A: [and] uhm (.) Zoe's going to take about twenty photos
27 C: **uh huh**

The Technology of Conversation Informs the Building of Technology for Conversation

Technology of Conversation	Technology for Conversation
Sequence initiating actions make relevant a range of next actions	<ul style="list-style-type: none">• Anticipate a range of next actions• Design a <i>Conversation Space</i>• Value non-normative responses
Turn length and content are variable	<ul style="list-style-type: none">• Analyze turn-at-talk for its action: <i>What is the turn doing?</i>• Turn design conveys customer stance
Repair halts interactional progressivity	<ul style="list-style-type: none">• Allow for frequent displays of understanding and clarification

Thank you!
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10:00 am – Track 2

Wanted: Conversational UX Designers

Bob Moore

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