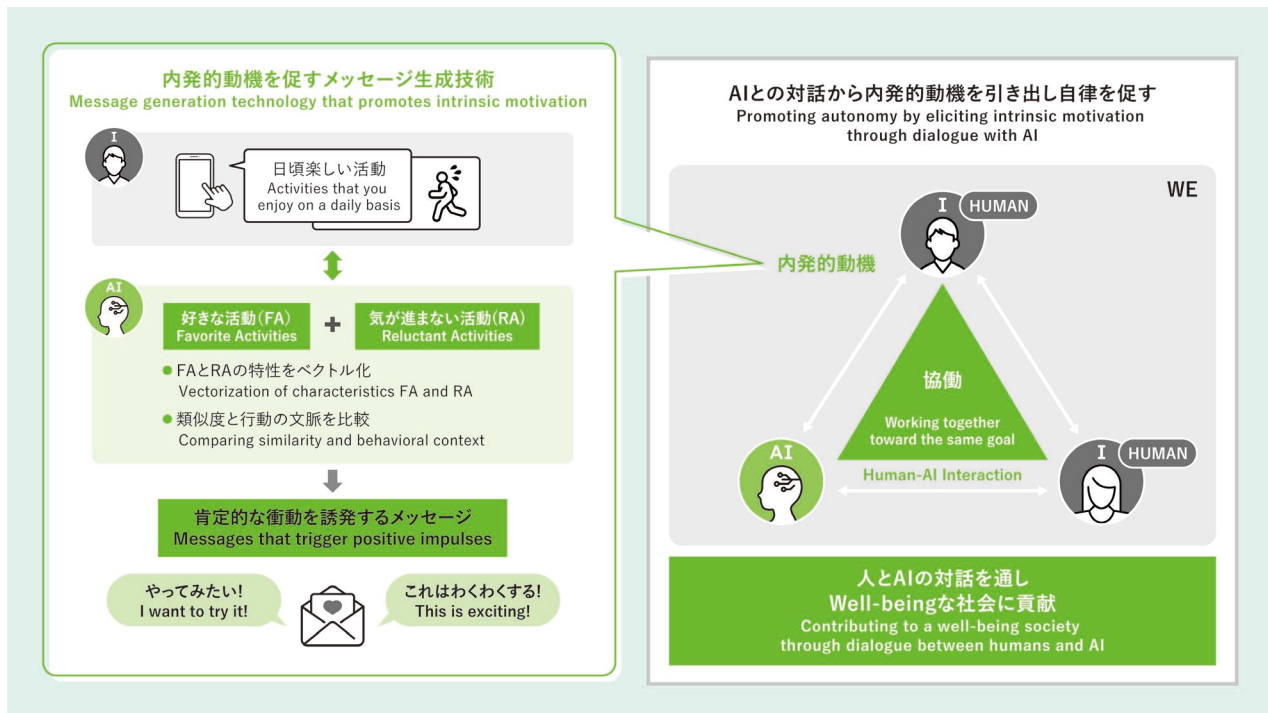


# Addressing the feeling of reluctance Intuitive intrinsic motivational messages generation

## Background and Technical Challenges

In many situations, like conducting reluctant activities (e.g., healthcare and community activities), people should make behavior changes. Traditional approaches that appeal to reason or tailor messages may instill in users the recognition that they should engage. However, persuading users to participate in actions they still hesitate to take remains difficult.



## R&D Goals and Outcomes

Through AI technology that promotes human growth and creates human-centered collaboration, we contribute to a well-being society in which autonomous individuals collaborate with others while using AI.

## Key Technologies

### 01 Core Technologies

- Following neuroscience and cognitive behavioral therapy, we focus on the pleasant factors that elicit motivation.
- We identify individual's favorite activities and generate advice that pairs them with reluctant activities.

### 02 Key Differentiators

- Generate motivational messages from user-specific favorite activities.
- Generate messages with as few as two-questions.
- Expected to motivate users who are reluctant to take action.

Use Cases Healthcare

R&D phase Research

Technology Schedule FY25-26

Commercialization Schedule FY25-26

**[Exhibitors]**  
NTT Social Informatics Laboratories

**[Co-exhibitors]**

**[Contact]**  
Well-being Research Project

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