

Marco Guerini, PhD

Personal Information

- Nationality:
- Date of Birth:
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Short Bio

I am a researcher in Computational Linguistics and since 2021 head of the Language and Dialogue Technologies group at Fondazione Bruno Kessler (FBK). I work on persuasive communication, sentiment analysis and social media. In recent years my research has focused on the development of AI technologies to support counter narrative generation to fight online hate speech. I graduated in Philosophy and received my Ph.D. in Information and Communication Technologies in March 2006 from the University of Trento. I am author of several scientific publications, published in top-level conference proceedings and international journals. My research work includes the participation in EU funded projects and program committee membership at international conferences. My research has been featured on international magazines and newspapers, such as *Wall Street Journal*, *MIT Technology Review*, *Harvard Business Review*, *Wired*.

Previously I have been working at FBK in the NLP group and at Trento-Rise, node of the European Institute of Technology. In 2011 my activities have been partially funded by a Google Research Award, while in 2016 I received a research sponsorship from eBay. In the past I worked as a technology consultant for start-ups and large companies such as Autogrill. I also write a Blog about technology and innovation for the main Italian newspaper *Corriere della Sera*.

Research Interests

The main topic of my research activity is *computer/human persuasive communication*. Research interests include:

- Conversational Agents
- Natural Language Generation for countering hate speech.
- Data-driven approaches to persuasive communication
- Evaluation methodologies for persuasive communication
- Sentiment analysis
- Language virality in social networks
- Political communication analysis

Education

- (2006) PhD in "Information and communication Technology" University of Trento, Dept. of Information Engineering and Computer Science, Italy. Dissertation title: "Persuasion Models for Multimodal Message Generation". Advisor: Oliviero Stock. Co-advisor: Massimo Zancanaro.
- (2003) Summer school "Second Americas' school on agents and multiagent systems" (SASAMAS). Acapulco, Mexico.
- (2001) "Laurea" degree *summa cum laude* in Philosophy at the University of Siena. Thesis title: "La persuasione dal punto di vista cognitivo e computazionale" (Persuasion from a cognitive and computational point of view).

Scientific Experience

- (2021-present) Head of Language and Dialogue Technologies group at FBK.
- (2015-2020) Researcher at FBK.
- (2019) Visiting researcher at Université Côte d'Azur, Inria, France in June 2019.
- (2011-2015) Researcher at Trento-Rise
- (2008-2011) Junior Researcher at FBK
- (2001-2007) Research Consultant at ITC-Irst
- (2005-2006) Visiting researcher at *Haifa University, Dept. of Human Services*, in May 2005 and February 2006.
- (2001-2007) Visiting researcher, on various occasions, at the *Institute of Cognitive Sciences and Technologies* (ISTC – CNR) in Rome.

Projects

- *Hatometer* - EU-funded Project. Task: Responsible for the development of the counter narrative suggestion tool. (2018-2019)
- *Conversational Banking Front-end* (CBF) - EIT funded project. Task: WP-leader for developing the dialogue module. (2018)
- *Product Title Enhancement* - eBay funded project. Task: Project Responsible. (2016-2017)
- *PerTe, Persuasive Technologies* – Trento-Rise project. Tasks: research activity. (2012-2015)
- CORPS project - collaboration with the *Center for the Evaluation of Language and Communication Technologies*. Task: Scientific coordinator (2010-2011)
- Intelligent technologies for cultural visits and mobile education – FIRB project. Tasks: research activity, web portal development (2008-2011)
- HUMAINE - EU Network of Excellence. Tasks: research activity, preparation of project reports and deliverables, workshops organization (2004-2007)
- PEACH project – Trento province funding. Tasks: research activity (2002-2005)
- TICCA project – Trento province funding. Tasks: research activity (2001-2004)

Seminars Lectures

- Keynote talk at ArgMining workshop, December 2020. Title: “Counter Narrative generation against online hate speech, data and strategies”.
- Seminar at *Language Technology Group, Department of Information and Communication Sciences, University of Groningen*, October 2020. Title: “Generating Counter Narratives against Online Hate Speech”.
- Invited Speaker at *1st AI IFIP Forum ‘AI and future society’*, May 2019, Wien. Title: “Conversational Agents and Societal Impact”.
- Seminar at *Istituto di Linguistica Computazionale* in Pisa, February 2019. Title: “Persuasive Natural Language Processing: from web advertising to political speeches and virality in social networks”.
- Seminar at *reciTAL* startup in Paris, January 2019. Title “Persuasive Natural Language Processing: from web advertising to political speeches and virality in social networks”.
- Seminar at *Telefonica-Digital* in Barcelona, February 2014. Title: "Persuasive Natural Language Processing: from web advertising to political speeches and virality in social networks".
- Invited Speaker at “Big Data and Social Mining”, *Project Management Institute Conference*, November 2012, Milan. Title “Persuasive Language and Big Data”.
- Seminar at *Google Labs* in Zurich, May 2012. Title: “Linguistic style and Content Readability in Social Networks”, “Google AdWords, scientific research and the automatic variations of ads text”.
- Seminar at *Google Labs* in Zurich, October 2011. Title: “Crowdsourcing Persuasive Message Evaluation with Google AdWords”, “Persuasion and Virality in Social Networks”.

- Seminar at *MIT media lab* in Boston, October 2011. Title: "Text Virality in Social Networks".
- Seminar at *F5 Hit refresh, Code Camp*, July 2012. Title "Persuasion in language and in political speech".
- Seminar at the *University of Manchester*, September 2006. Title: "Ethical Issues for Persuasive Agents".
- Lecture at *University of Trento* – DISI, October 2019. "Personalized Conversational Agents".
- Lecture at *University of Trento* – CIMeC, (May 2018 and May 2019). "Introduction to Conversational Agents" .
- Lecture at *University of Trento* (May 2012 and April 2013). "Persuasiveness and Audience Reactions in Political Speeches".
- Lecture at *University of Pisa*, October 2012. "Persuasiveness and Audience Reactions in Political Speeches".
- Lecture at *University of Amsterdam*, June 2011. "Persuasive Natural Language Processing".

**Other
Scientific
Activities**

- Member of the Faculty Board of the Digital Humanities PhD from University of Genova.
- Project reviewer for the Leibniz association – an union of 96 German research institutes - for the 2018 Leibniz Competition funding program.
- Project reviewer for the Science Fund of the Republic of Serbia.
- Co-organizer of the "Natural Language for artificial Intelligence" workshop (NL4AI) editions 2017 and 2018.
- Co-organizer of "Italian DIALogue systems evaluation" (IDIAL) task at Evalita 2018 (a periodic evaluation campaign of Natural Language Processing and speech tools for the Italian language).
- Area Chair of *Pragmatics and Creativity track* for the Seventh Italian Conference on Computational Linguistics - CLIC-it, 2020
- Area Chair of *Pragmatics and Creativity track* for the Sixth Italian Conference on Computational Linguistics - CLIC-it, 2019.
- Area Chair of *Pragmatics and Creativity track* for the Fifth Italian Conference on Computational Linguistics - CLIC-it, 2018.
- Sponsor Chair for the 17th International Conference of the Italian Association for Artificial Intelligence (AI*IA).
- Member of the Scientific Board of the Journal "Mondo Digitale".
- Reviewer for: IEEE Transactions on Affective Computing journal, Applied Artificial Intelligence Journal, Journal of Pragmatics, ACM Transactions on Interactive Intelligent Systems Journal, Journal of Systems and Software, Progress in Artificial Intelligence, Online Social Networks and Media, "Adaptive Hypermedia and Adaptive Web-Based Systems" (AH) 2008, Cicling 2008, "User Modeling, Adaptation, and Personalization" (UMAP) 2009, "Affective Computing & Intelligent Interaction" (ACII) 2009, "International Conference on Computer Creativity" (ICCC) 2012, "Semantic Relations-II. Enhancing Resources and Applications" (SemRel) 2012, "workshop on Advances in Discourse Analysis" (ADACA) 2012, ACL track on "Evaluation Methods" 2013, ACL track on "NLP for the Web and Social Media" 2014, ACL track on "Resources and Evaluation" 2020, CLiC 2014, Digital Humanities conference (DH) 2014-2015, "Social Computing Conference" (SocialCom) 2012, "Computational Models of Natural Argument" (CMNA) workshops (2007-present), "AISB Symposium on Persuasive Technology" 2008-2009, "User Models for Motivational Systems: the affective and the rational routes to persuasion" (UM4Motivation) workshops 2010-2011-2012, "Content analysis" track at WWW 2014.

Students Supervision

- Yiling Chung - University of Trento - PhD supervisor. Her topic of research is multilingual conversational agents to fight online hate speech.
- Helena Bonaldi - University of Trento – Supervisory Committee for Master Thesis: 'Data collection for automatic counter-narratives generation against hate speech: a human-in-the-loop approach'.
- Ernie Chang - University of Washington - Chair of the Supervisory Committee for his Master thesis: 'Robust Product Title Generation for E-commerce'.
- Sourabh Majumdar - Birla Institute of Technology and Science - Chair of the Supervisory Committee for his Master thesis on end-to-end task-oriented conversational agents.
- Sara Falcone - University of Trento - Supervisor on a project concerning novel evaluation methodologies for the pragmatic interaction aspects of task-oriented conversational agents.
- Elizaveta Kuzmenko - University of Trento – Supervisor on a project concerning argumentation strategies for generating counter arguments to hate speech. The output of this internship was included in an ACL paper.

Other Professional Experience

- (2014-2015) Automatic linguistic analysis of internal survey for company's climate at *Autogrill*.
- (2013) Web communication consultant for the start-up *MachineLinking*.
- (2013) Persuasive Technologies consultant for the start-up *NeoCogita*.
- (2012) Web communication consultant for the start-up *Practix*.
- (2012) Tutorial titled "Web Analysis with Google Tools" at *F5 Hit refresh, Code Camp*.
- (2008) 3-month collaboration with the marketing consultancy company *Future Drive*. Focus on viral marketing and WEB 2.0.

Media Coverage

Interviews

- *Wired Italy* (n. 72, may 2015) - cover story "The virality formula."
- *Marketing Insights Magazine* (July/August 2015) - cover story "The Marketing Science Behind Clickbait."
- Other interviews for: *Gli Stati Generali, Corriere del Trentino, l'Adige*

Works Featured (selection)

- *MIT- Technology Review* "An Emerging Science of Clickbait"
- *MIT- Technology Review* "The New Science of Online Persuasion"
- *MIT- Technology Review* "How Images Become Viral on Google+"
- *Harvard Business Review* "The Emotional Combinations That Make Stories Go Viral"
- *Wall Street Journal* "How to Create Better Advertisements"
- *New York Magazine* "Here Are the Feels That Make Internet Things Go Viral"
- *The Atlantic* "Science Has Figured Out Why We Share Certain GIFs More Than Others"
- *Adweek* "The Science of Emotions and Virality on Social Media"
- *HubSpot* "The Role of Emotions in Shareable Content"
- *HubSpot* "How to Conduct Research for an Infographic"
- *Rappler* "Study uses Rappler to see relationship between emotions and virality"
- *BoingBoing* "37K sentiment-analysis words associated with emotion scores"
- *Linkiesta* "La scienza delle notizie virali"
- *Corriere della Sera* "Il sublime svelato dalle neuroscienze"

- *La Vanguardia* "Los contenidos alegres son más virales"
- *t3n* "Viralität im Netz"
- *Edutopia* "Technical Writing: In Science, Readability Breeds Virality"

Publications

2020

- Tekiroglu, S.; Chung, Y.; Guerini, M. "Generating Counter Narratives against Online Hate Speech: Data and Strategies". In Proceedings of the 58th Annual Meeting of the Association for Computational Linguistics – long papers (ACL), 2020.
- Scialom, T.; Tekiroglu, S.; Staiano, J.; Guerini, M. "Toward Stance-based Personas for Opinionated Dialogues". In Proceedings of the of the 2020 Conference on Empirical Methods in Natural Language Processing: Findings. (EMNLP-findings), 2020.
- Vorakitphan, V.; Guerini, M.; Cabrio, E.; Villata, S. "Regrexit or not Regrexit: Aspect-based Sentiment Analysis in Polarized Contexts". In Proceedings of the 28th International Conference on Computational Linguistics (COLING), 2020.
- De Mattei, L.; Cafagna, M.; Dell'Orletta, F.; Nissim, M.; Guerini, M. "GePpeTto Carves Italian into a Language Model". In Proceedings of the Seventh Italian Conference on Computational Linguistics (CLiC-it), 2020.
- Chung, Y.; Tekiroglu, S.; Guerini, M. "Italian Counter Narrative Generation to Fight Online Hate Speech". In Proceedings of the Seventh Italian Conference on Computational Linguistics (CLiC-it), 2020.

2019

- Chung, Y.; Kuzmenko, E.; Tekiroglu, S.; Guerini, M. "CONAN - COUNTER NARRATIVES THROUGH NICHE SOURCING: A MULTILINGUAL DATASET OF RESPONSES TO FIGHT ONLINE HATE SPEECH". In Proceedings of the 57th Annual Meeting of the Association for Computational Linguistics – long papers (ACL), 2019.
- Tekiroglu, S.; Magnini, B.; Guerini, M. "FASTDial: Abstracting Dialogue Policies for Fast Development of Task Oriented Agents". In Proceedings of the 57th Annual Meeting of the Association for Computational Linguistics (ACL), demo paper, 2019.
- Majumdar, S.; Tekiroglu, S.; Guerini, M. "Generating Challenge Datasets for Task-Oriented Conversational Agents through Self-Play". In Proceedings of Recent Advances in Natural Language Processing (RANLP), 2019.
- Araque, Oscar; Gatti, L.; Staiano, Jacopo; Guerini, M. "DepecheMood++: a Bilingual Emotion Lexicon Built Through Simple Yet Powerful Techniques" in IEEE Transactions on Affective Computing. 2019.

2018

- Maimone, R.; Guerini, M.; Dragoni, M.; Bailoni, T.; Eccher, C.; "PerKApp: A general purpose persuasion architecture for healthy lifestyles" Journal of biomedical informatics, (82) 70-87. 2018.
- Guerini, M.; Magnolini, S.; Balaraman, Vevake; Magnini, B.; "Toward zero-shot entity recognition in task-oriented conversational agents". Proceedings of the 19th Annual SIGdial Meeting on Discourse and Dialogue 317-326 2018
- Guerini, M.; Falcone, S; Magnini, B. "A Methodology for Evaluating Interaction Strategies of Task-Oriented Conversational Agents". In Proceedings of the 2018 EMNLP Workshop SCAI: The 2nd International Workshop on Search-Oriented Conversational AI, 24-32. 2018
- de Souza, J.; Kozielski, Michael; Mathur, Prashant; Chang, Ernie; Guerini, M.; Negri, Matteo; Turchi, M.; Matusov, Evgeny; "Generating E-Commerce Product Titles and Predicting their Quality". In Proceedings of the 11th International Conference on Natural Language Generation , 233-243. 2018.
- Gatti, L.; Ozbal, G.; Guerini, M.; Stock, O.; Strapparava, C. "Computer-supported human creativity and human-supported computer creativity in

language” in Computational Creativity, The Philosophy and Engineering of Autonomously Creative Systems. 2018.

- Magnini, B.; Balaraman, V.; Dragoni, M.; Guerini, M.; Magnolini, S.; Piccioni, V. “CH1: A Conversational System to Calculate Carbohydrates in a Meal”. International Conference of the Italian Association for Artificial Intelligence , 110-122. 2018
- Magnini, B.; Balaraman, V; Magnolini, S.; ; Guerini, M. “What’s in a Food Name: Knowledge Induction from Gazetteers of Food Main Ingredient”. In Proceedings of the Fifth Italian Conference on Computational Linguistics (CLiC-it), 2018.
- Basile, P.; Basile, V.; Croce, D.; Dell’Orletta, F.; Guerini, M. “Introduction to the Second Workshop on Natural Language for Artificial Intelligence”. 2018 CEUR-WS

2017

- Mansar, Y.; Gatti, L.; Ferradans, S.; Guerini, M. & Staiano, J. “Fortia-FBK at SemEval-2017 Task 5: Bullish or Bearish? Inferring Sentiment towards Brands from Financial News Headlines”. 2017
- Dragoni, M.; Bailoni, T.; Eccher, C.; Guerini, M. & Maimone, R. “A semantic-enabled platform for supporting healthy lifestyles”. Proceedings of the Symposium on Applied Computing, 315-322. 2017
- Araque, O.; Guerini, M.; Strapparava, C.; Iglesias, C. A. “Neural domain adaptation of sentiment lexicons” Affective Computing and Intelligent Interaction Workshops and Demos (ACIIW), 2017 Seventh International Conference on 105-110 2017

2016

- Guerini M. & Strapparava C. “Why do urban legends go viral?”. Information Processing & Management, 52 (1), 163-172. 2016
- Stock O., Guerini M., & Pianesi F. “Ethical Dilemmas for Adaptive Persuasion Systems”. In Proceedings of the Thirtieth AAAI Conference on Artificial Intelligence. 2016
- Gatti L., Ozbal G., Guerini M., Stock O. & Strapparava C. “Heady-Lines: A Creative Generator Of Newspaper Headlines”. In Companion Publication of the 21st International Conference on Intelligent User Interfaces (IUI '16). 2016
- Dragoni M., Eccher C., Guerini M. & Maimone R. “PerKApp: A context aware motivational system for healthier lifestyles” T Bailoni, Smart Cities Conference (ISC2), IEEE International, 1-4. 2016

2015

- Gatti L., Guerini M. & Turchi M. "SentiWords: Deriving a High Precision and High Coverage Lexicon for Sentiment Analysis". IEEE Transactions on Affective Computing. 2015
- Guerini M. & Staiano J. “Deep Feelings: A Massive Cross-Lingual Study on the Relation between Emotions and Virality”. In Proceedings of the 24th International Conference on World Wide Web (WWW), 2015.
- Guerini M, Ozbal G. & Strapparava C. "Echoes of Persuasion: The Effect of Euphony in Persuasive Communication". In Proceedings of the 2015 Conference of the North American Chapter of the Association for Computational Linguistics: Human Language Technologies (NAACL), 2015.
- Gatti L., Ozbal G., Guerini M., Stock O. & Strapparava C. "Slogans Are Not Forever: Adapting Linguistic Expressions to the News", In Proceedings of the 24th International Joint Conference on Artificial Intelligence (IJCAI), 2015.
- Guerini M., Pianesi, F. & Stock, O. "Is it morally acceptable for a system to lie to persuade me?" In Proceedings of AAAI Workshop on AI and Ethics, 2015.

2014

- Staiano J. & Guerini M. “DepecheMood: a Lexicon for Emotion Analysis from Crowd Annotated News”. In Proceedings of the 52th Annual Meeting of the

Association for Computational Linguistics (ACL), 2014.

- Guerini M. & Strapparava C. "Credible or Incredible? Dissecting Urban Legends". In Proceedings of CICLing, 441-453, 2014.
- Gatti L., Guerini M., Stock O. & Strapparava C. "Mocking ads through mobile web services". Computational Intelligence, 2014.
- Gatti L., Guerini M., Stock O. & Strapparava C. "Sentiment Variations in Text for Persuasion Technology". In Proceedings of Persuasive Technologies, 2014.
- Gatti L., Guerini M., Stock O. & Strapparava C. "SUBVERTISER: mocking ads through mobile phones". In Proceedings of IUI, 2014. ACM, New York, USA, 41-44.

2013

- Guerini M., Gatti L. & Turchi M. "Sentiment Analysis: How to Derive Prior Polarities from SentiWordNet". In Proceedings of EMNLP, 2013.
- Guerini M., Staiano J. & Albanese D. "Exploring Image Virality in Google Plus". In Proceedings of SocialCom, 2013.
- Chowdhury F. M., Guerini M., Tonelli S. & Lavelli A. "FBK: Sentiment Analysis in Twitter with Tweetsted". In Proceedings of SemEval-2013.
- Ginevri W. & Guerini M. "Big Data: New Tools for Mitigating Project Complexity". In Proceedings of PMI Global Congress 2013.

2012

- Guerini M., Strapparava C. & Stock O. "Ecological Evaluation of Persuasive Messages Using Google AdWords". In Proceedings of the 50th Annual Meeting of the Association for Computational Linguistics (ACL), 2012.
- Guerini M., Pepe A. & Lepri B. "Do Linguistic Style and Readability of Scientific Abstracts Affect their Virality?". In Proceedings of the Sixth International AAAI Conference on Weblogs and Social Media (ICWSM), 2012.
- Guerini M., Strapparava C. & Stock O. "Audience Reactions for Information Extraction About Persuasive Language in Political Communication". In M. Maybury (ed.) Multimedia Information Extraction: Advances in Video, Audio, and Imagery Analysis for Search, Data Mining, Surveillance, and Authoring, 289-304, John Wiley & Sons, Inc. 2012.
- Ozbal G., Strapparava C. & Guerini M. "Brand Pitt: A Corpus to Explore the Art of Naming". In Proceedings of LREC2012, Istanbul, 2012.
- Gatti L. & Guerini M. "Assessing Sentiment Strength in Words Prior Polarities". In Proceedings of the International Conference on Computational Linguistics (Coling), 2012.
- Gatti L., Guerini M., Callaway C., Stock O. & Strapparava C. "Creatively Subverting Messages in Posters". In Proceedings of the International Conference on Computational Creativity (ICCC), 2012.
- Stock O. & Guerini M. "Investigating Ethical Issues for Persuasive Systems". The Goals of Cognition. 497-522, 2012.

2011

- Guerini M., Stock O., Zancanaro M., O'Keefe D.J., Mazzotta I., de Rosis F., Poggi I., Lim M. Y. & Aylett R. "Approaches to Verbal Persuasion in Intelligent User Interfaces". In P. Petta, R. Cowie and C. Pelachaud (eds.) The HUMAINE Handbook on Emotion-Oriented Systems Technologies. Springer, 2011.
- Guerini M. & Stock O. "Intelligent Persuasive Technologies: Prospects for Tourism". Journal of Information Technology and Tourism, 12(2): 107-123, 2011.
- Guerini M. & Strapparava C. "Persuasion and Social Contagion". in Proceedings of the SocialCom Workshop on Social Behavioral Analysis and Behavioral Change, Boston, 2011.
- Strapparava C., Guerini M. & Ozbal G. "Persuasive Language and Virality in Social Networks". in Proceedings of Affective Computing and Intelligent

Interaction conference (ACII), 2011. **Nominee for Best Paper Award.**

- Guerini M., Strapparava C. & Ozbal G. "Exploring Text Virality in Social Networks". In Proceedings of the Fifth International AAAI Conference on Weblogs and Social Media (ICWSM), 2011.
- Guerini M., Strapparava C. & Stock O. "Slanting Existing Text with Valentino". In Proceedings of IUI2011, Palo Alto, CA, 2011.

2010

- Guerini M., Strapparava C. & Stock O. "Evaluation Metrics for Persuasive NLP with Google AdWords". In Proceedings of LREC2010, Malta, 2010.
- Strapparava C., Guerini M. & Stock O. "Predicting Persuasiveness in Political Discourses". In Proceedings of LREC2010, Malta, May 2010.

2008

- Guerini M., Strapparava C. & Stock O. "CORPS: A Corpus of Tagged Political Speeches for Persuasive Communication Processing". *Journal of Information Technology & Politics*, 5(1): 19-32, Routledge, 2008.
- Guerini M., Strapparava C. & Stock O. "Trusting Politicians Words (for Persuasive NLP)". in *Computational Linguistics and Intelligent Text Processing*, 4919: 263-274. Springer Berlin, Heidelberg, 2008.
- Guerini M., Strapparava C. & Stock O. "Resources for Persuasion" in Proceedings of LREC2008, Marrakech, Morocco, May 2008.
- Guerini M., Strapparava C. & Stock O. "Valentino: A tool for Valence Shifting of Natural Language Texts" in Proceedings of LREC2008, Marrakech, Morocco, May 2008.

2007

- Guerini M., Stock O. & Zancanaro M. "A Taxonomy of Strategies for Multimodal Persuasive Message Generation". *Applied Artificial Intelligence Journal*, 21(2): 99-136, 2007.
- Castelfranchi C. & Guerini M. "Is it a Promise or a Threat?". *Pragmatics & Cognition Journal*, 15(2): 277-311, 2007.
- Castelfranchi C. & Guerini M. "Pragmatics and Social Interaction of Conditional Influencing Promises and Threats" in Proceedings of the IJCAI Workshop on Computational Models of Natural Argument, Hyderabad, India, January 2007.

2006

- Stock O., Guerini M. & Zancanaro, M. "Interface Design and Persuasive Intelligent User Interfaces". In S. Bagnara and G. Crampton Smith (eds.) *The Foundations of Interaction Design*, Lawrence Erlbaum Publishing Co., Hillsdale, 2006.
- Guerini M. "Persuasion Models for Multimodal Message Generation", Ph.D. Thesis. Advisor Stock O. and Zancanaro M., University of Trento, March 2006.
- Guerini M. & Castelfranchi C. "Promises and Threats in Persuasion" in Proceedings of the ECAI Workshop on Computational Models of Natural Argument, Riva del Garda, August 2006.

2005 and before

- Guerini M. & Stock O. "Toward ethical persuasive agents" in Proceedings of the IJCAI Workshop on Computational Models of Natural Argument, Edimburgh, July 2005.
- Guerini M., Stock O. & Zancanaro M. "Computational Modelling of Persuasive Communication" in Proceedings of the 9th International Pragmatics Conference, Riva del Garda, Italy, July 2005.
- Guerini M., Stock O. & Zancanaro M. "Persuasive Strategies and Rhetorical Relation Selection" in Proceedings of the ECAI Workshop on Computational Models of Natural Argument, Spain, August 2004.
- Guerini M., Stock O. & Zancanaro M. "Persuasion Models for Intelligent Interfaces", in Proceedings of the IJCAI Workshop on

Computational Models of Natural Argument, Mexico, August 2003.

Other Publications:

- Guerini M. & Stock O. "Persuasive Processes and Human-Computer Intelligent Interfaces". Sistemi intelligenti 3/2012, pp. 521-540.
- Guerini M. "When Online Advertising Meets Science". Economic & Commercial Newsletter of the Consulate General of Italy in San Francisco, Issue 4, 2012.
- Guerini M. "Tecnologie Persuasive". Persone e Conoscenze, 65: 59-63, January 2011.
- Castelfranchi C. & Guerini M. "Is it a Promise or a Threat?", ITC-Irst, Technical report T06-01-01, January 2006, 35 pp.

Resources and Software

- **CONAN** is a multilingual and expert-based dataset of hate speech/counter-narrative pairs for English, French and Italian. The dataset consists of 4,078 pairs over the 3 languages. Together with the text, 3 types of metadata are provided: expert demographics, hate speech sub-topic and counter-narrative type. The dataset is augmented through translation and paraphrasing, which brought the total number of pairs to almost 15,000.

Download: <https://github.com/marcoguerini/CONAN>

- **Sentiwords** is a high-precision lexicon for sentiment analysis containing roughly 155.000 words associated with a sentiment score included between -1 and 1. Words in this resource are in the form lemma#PoS and are aligned with WordNet lists. Sentiment scores represent state-of-the-art computation of words' prior polarities (i.e. polarity for non-disambiguated words).

Download: <http://hlt-nlp.fbk.eu/technologies/sentiwords>

- **DepecheMood** is a high-precision lexicon of roughly 37.000 terms annotated with emotion scores. Words in this resource are in the form lemma#PoS and are aligned with WordNet lists (that include adjectives, nouns, verbs and adverbs). Emotions scores represent state-of-the-art computation of words' affective score.

Download: <https://github.com/marcoguerini/DepecheMood>

- **CORPS** is a corpus of political speeches tagged with specific audience reactions, such as APPLAUSE or LAUGHTER for the analysis of persuasive language. At present, there are more than 3600 speeches in the corpus, about 7.9 millions words, and more than 67 thousand tags about audience reaction.

Download: <http://hlt-nlp.fbk.eu/corps>

- **Persuasive Sentences Pairs** Several thousands of textual pairs, consisting of a persuasive sentence and a non-persuasive counterpart (in the realm of advertisement and politics). Each pair is controlled for topic, author, sentence length.

Download: https://github.com/marcoguerini/paired_datasets_for_persuasion

Spoken Languages

- Italian (native language)
- English (fluent)
- French (basic)

Computer Science Background:

- Programming Languages: Python, R-statistics, C++, LISP.
- Good knowledge of Google Analytics and Google AdWords tools.