

bru_iscte

Business Research Unit

26 MAY 2026

14h00

In person

Iscte – University Institute of Lisbon
Building 4 | Room B226
Av. Forças Armadas, 40
1649-026 Lisbon

How Time and Place Adverbs Influence Shared Control in Consumer–AI Chatbot Interactions



Guest speaker

Jano Jiménez-Barreto

**Universidad de La Laguna/
Oxford Brookes University**

Session chair:

Sandra Loureiro

Abstract: AI chatbots have become standard interfaces, but companies still lack clear guidance on how to set up chatbot language to benefit consumers and brands alike. Prior research shows that language concreteness shapes persuasion and service perceptions in consumer-AI chatbot interactions. Yet there is no clear path to design specific linguistic structures that ensure these outcomes or to understand how brand characteristics can modulate AI chatbots' linguistic performance. Building on an interaction-centric approach, we investigate whether—and under what brand conditions—chatbots that intensively use time and place adverbs produce more efficient interactions by shaping a mechanism we term shared control.