

# Topic for Bachelor's Thesis



**Title: AI enhanced persuasion tricks**

**Supervisor: Dr. Dmitri Bershadskyy**

**Contact:** [Dmitri.bershadskyy@wu.ac.at](mailto:Dmitri.bershadskyy@wu.ac.at)

**Starting period: immediately**

## **Description:**

Imagine the following. A person calls your grandparents and tries to make them believe they are you. In general, such criminals do so to persuade elderly people that their relatives are in danger or other problems and need money. While in the past such calls were comparatively easier to detect, technological advances provide fraudsters new ways to increase their persuasiveness. The goal of this thesis is to provide an up-to-date overview of AI tools that are used for persuasion tricks and to design a laboratory experiment that investigates countermeasures.

**Technology:** Python, HTML

## **Literature to start with:**

Fagan, P. (2024). Clicks and tricks: The dark art of online persuasion. *Current Opinion in Psychology*, 58, 101844.

Mirsky, Y., & Lee, W. (2021). The creation and detection of deepfakes: A survey. *ACM computing surveys (CSUR)*, 54(1), 1-41.

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