



## Francesca Cocchella

Nationality: Italian Date of birth: [REDACTED] Gender: Female

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[REDACTED]

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### ABOUT ME

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Psychologist.  
Researcher in Social Psychology and Human Robot Interaction.

### WORK EXPERIENCE

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#### PhD Student

*Istituto Italiano di Tecnologia (IIT) | University of Genoa* [ 11/2022 – Current ]

City: Genoa  
Country: Italy

PhD Student in Cognitive Robotics, Interaction and Rehabilitation Technologies at CONTACT Unit (COgNiTive Architecture for Collaborative Technologies) laboratory.  
My research field is about Social Cognition of Human-Robot Interaction. I study how group of people can interact efficiently with robots.

#### Educational Tutor

*Università degli Studi di Genova* [ 09/2023 – Current ]

City: Genoa  
Country: Italy

Department of Education Science (DISFOR).  
Support for teaching and strategic orientation activities.

#### Fellow Researcher

*Istituto Italiano di Tecnologia (IIT)* [ 02/2022 – 10/2022 ]

Address: Via Enrico Melen, 83, 16152 Genoa  
Email address: [francesca.cocchella@iit.it](mailto:francesca.cocchella@iit.it)

My researches aim to further deepen aspects related to:

- HRI in educational context (experiments led in primary schools).
- Perception of technology in medical training.
- HRI in collaborative scenarios.

I also support researches in my Unit through application of methodologies from psychology background (i.e. questionnaires, scales, interviews, focus groups). I have developed skills in managing and setting behavioral experiments involving human participants using psychological methods and collaborating with engineers from my Unit. I have experience in many aspects concerning experimental measurements: from the approval of the Ethical Committee to the setting of the experimental environment. Indeed, I have experience in this inside the laboratory setting but also outside: I had the occasion to do in field measurements inside schools.

I am Contact Unit Instagram Ambassador, where I share content from the activities and papers published by the unit.

All my jobs are under the supervision of Dr Alessandra Sicutti, Head of the CONTACT Unit (COgNiTive Architecture for Collaborative Technologies) and Dr Francesco Rea, Senior Postdoctoral Fellow.

### **Instructor (Cultura della Materia) in Social Psychology**

**Università degli Studi di Genova** [ 12/2021 – Current ]

City: Genoa

Assistant of Professor Andrighetto, Associate Professor of University of Genoa (Department of Educational Science) in:

- Examinations
- Students' final dissertation development
- Curricular Stage

### **Social Psychology Intern**

**Università degli Studi di Genova** [ 04/2021 – 04/2022 ]

City: Genoa

#### *Professional Training*

Inside Educational Science Department of University of Genoa, under the supervision of Professor Luca Andrighetto, associate Professor and head of Laboratory of Social and Language Psychology, I researched in the HRI domain on Cognitive Anthropomorphism of Social Robots:

- Use of methodological tools for the implementation of quantitative studies.
- Deepening of statistic knowledge implementing recent statistic models (Mixed Models) and statistic softwares.
- Common use of Excel, Jamovi, SPSS and Inquisit.
- Manipulation of images via Krita Software
- Preparation and organization of experimental studies involving human participants.
- Elaboration of scientific paper related to the studies implemented.

### **Support Acquisition Intern**

**Alten Italia Spa** [ 10/2020 – 01/2021 ]

City: Milan

Inside of HR Department of Alten Italia (a multinational consultant company in engineering project) I managed:

- CV screening
- Creation and screening of job ads
- Monitoring of applicants.
- Applicants research and face to face interviews

### **Interviewer**

**Flair Research** [ 09/2020 ]

City: Milan

Interviews and observations for marketing and research purposes.

### **Congressual and Event Hostess**

**Aristea International, Etagama Srl, Promoest.** [ 2016 – 2023 ]

City: Genoa, Milan

During more than six years I've gained experience as congressual hostess working with several companies. This work experience has enriched me with crucial skills in event organisation and public relations. Moreover, I've learnt how to work in team, and how to cope with stressful tasks increasing my problem solving skills. Finally, I

have always worked as a hostess while I was studying or working as a researcher. This allowed me to learn how to optimize time efficiently and get used to work under pressure.

Main events:

- ECM medical congresses.
- Nervi Music and Ballet Festival (2022, 2023).
- Carlo Felice Opera Theater season (2021, 2022, 2023).
- International Boat Show in Genoa (2018, 2019, 2020, 2021).
- International Furniture Fair in Milano (2019).
- Genova Jeans (2021).

## Staff

**Festival della Scienza** [ 09/2016 ]

City: Genoa

Management of scientific conferences and public relations in Palazzo Ducale

## EDUCATION AND TRAINING

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### License to practice as a Psychologist

**University of Pavia** [ 02/2022 – Current ]

### Master Degree in Social, Economic and Decision Making Psychology

**Università degli Studi di Milano-Bicocca** [ 2018 – 2021 ]

Field(s) of study: Psychology

Final grade: 110/110 cum laude

Thesis: Robot and Moral Typecasting. The effect of anthropomorphism. Advisor: Professor Simona Sacchi

### Erasmus + Université de Strasbourg

**Faculté de Science de l'Education** [ 2017 – 2018 ]

Country: France

Field(s) of study: Education

Erasmus Exchange Program

### Bachelor Degree in Psychology

**Università degli Studi di Genova** [ 2015 – 2018 ]

Field(s) of study: Psychology

Thesis: The Face Effect. Social cognition of the Face. Advisor: Professor Luca Andrighetto.

### Secondary School Diploma in Classic Studies

**Liceo Classico Andrea D'Oria** [ 2010 – 2015 ]

City: Genoa

Field(s) of study: Classic Studies

## LANGUAGE SKILLS

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Mother tongue(s): **Italian**

Other language(s):

### English

**LISTENING C1 READING C1 WRITING C1**

**SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1**

### French

**LISTENING B2 READING B2 WRITING B2**

**SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2**

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

## DIGITAL SKILLS

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Microsoft Powerpoint / SPSS Software - Analyst Software (Professional) / Jamovi software / R Software / Sigma Plot / Krita / Paint 3D / Inquisit / Qualtrics Survey Software / Survey monkey / Linux (basic) / Google (Google Meet, Google Drive, Google Doc, Google Sheets) / Microsoft Office, Microsoft Word, Microsoft Excel, Outlook, Facebook, Google / Matlab / LAtEX / Limesurvey / iCub / R Studio

## PUBLICATIONS

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### **At school with a robot: Italian students' perception of robotics during an educational program.**

[2023]

Cocchella F., Pusceddu G., Belgiovine G., Bogliolo M., Lastrico L., Casadio M., Rea F., Sciutti A.

Paper in proceedings of IEEE RO-MAN 2023, Busan, South Korea.

### **Natural Born Explainees: how users' personality tendencies shape the human-robot interaction with explainable robots.**

[2023]

Matarese M., Cocchella F., Rea F., & Sciutti A.

Paper in proceedings of IEEE RO-MAN 2023, Busan, South Korea.

### **GROUND: advancing GROUp UNDERstanding and robots' aDaptive behavior.**

[2023]

Belgiovine G., Lastrico L., Tanevska A., Pusceddu G., Cocchella F., & Pasquali D.

Workshop organized in conjunction with the IEEE International Conference on Robot and Human Interactive Communication IEEE RO-MAN 2023.

Link: <https://ground-workshop.github.io/ground-workshop/>

### **Ex(plainable) Machina: how social-implicit #XAI affects complex human-robot teaming tasks.**

[2023]

Matarese M., Cocchella F., Rea F., & Scutti A.

In *2023 IEEE International Conference on Robotics and Automation (ICRA), London, United Kingdom, 2023, pp. 11986-11993.*

### **What if a social robot excluded you? Using a conversational game to study social exclusion in teen-robot mixed groups.**

[2023]

Mongile S., Pusceddu G., Cocchella F., Belgiovine G., Lastrico L., Tanevska A., Rea F., Sciutti A.

In *Companion of the 2023 ACM/IEEE International Conference on Human-Robot Interaction* (pp. 208-212).

Late Breaking Report presented at at ACM/IEEE International Conference on Human-Robot Interaction (HRI23).

Best Late Breaking Report Award Nominee.

### **Training School Teachers to Use Robots as an Educational Tool: The Impact on Robotics Perception.**

[2022]

Pusceddu G., Cocchella F., Bogliolo M., Belgiovine G., Lastrico L., Casadio M., Rea F., & Sciutti A

In *Social Robotics: 14th International Conference, ICSR 2022, Florence, Italy, December 13-16 2022.*

Pusceddu, Cocchella & Bogliolo contributed equally to this work, hence they share the first name.

### **Human- or object-like? Cognitive Anthropomorphism of Humanoid Robots.**

[2022]

Sacino, A., Cocchella, F., Devita G., Rea, F., Sciutti, A., & Andrighetto, L.

## **"iCub, We Forgive You!" Investigating Trust in a Game Scenario with Kids.**

[2022]

Cocchella F., Pusceddu G., Belgiovine G., Lastrico L., Rea F., & Sciutti A.

in *SCRITA Workshop Proceedings held in conjunction with 31st IEEE International Conference on Robot & Human Interactive Communication, 29/08 - 02/09 2022, Naples (Italy)*. Francesca Cocchella and Giulia Pusceddu contributed equally to this work, hence they share the first name.

### **NETWORKS AND MEMBERSHIPS**

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#### **AIP (Italian Psychology Association) affiliated member**

[ 04/2022 – Current ]

Social Psychology Section

Link: <http://www.aipass.org/>

#### **Ordine Degli Psicologi della Liguria (OPLig)**

[ Genoa, Italy, 02/2023 – Current ]

Professional Register

Link: <https://www.ordinepsicologi-liguria.it/>

#### **EASP (European Association of Social Psychology)**

[ 03/2023 – Current ]

Link: <https://www.easp.eu/>

#### **IEEE Member (The Institute of Electrical and Electronics Engineers)**

[ 06/2023 – Current ]

Link: <https://www.ieee.org/>

### **CONFERENCES AND SEMINARS**

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#### **RO-MAN 2023 (IEEE International Conference on Robot and Human Interactive Communication)**

[ Busan, South Korea, 08/28/2023 – 08/31/2023 ]

- Organization of the workshop **GROUND: advancing GROUp Understanding and robots' aDaptive behavior** (Belgiovine G., Lastrico L., Tanevska A., Pusceddu G., Cocchella F., & Pasquali D.)
- Presentation of the paper **"At school with a robot: Italian students' perception of robotics during an educational program."** (Cocchella F., Pusceddu G., Belgiovine G., Bogliolo M., Lastrico L., Casadio M., Rea F., Sciutti A.)
- Co-author of the presented paper: **"Natural Born Explainees: how users' personality tendencies shape the human-robot interaction with explainable robots"** Matarese M., Cocchella F., Rea F., & Sciutti A.
- Co-author of the Late Breaking Report presented as a poster: **"The Imitation Game: A Dance Task to Explore Social Influence in Child-Robot Mixed Groups"** (Pusceddu G., Cocchella F., Belgiovine G., Bogliolo M., Lastrico L., Casadio M., Rea F., Sciutti A.)

Link: <https://ro-man2023.org/main>

#### **EASP (European Association of Social Psychology) General Meeting**

[ Krakow, Poland, 06/30/2023 – 07/04/2023 ]

Poster presentation: **"Cognitive Processing of Humanoid Robots' Faces: Detecting Anthropomorphism through Scrambled Face Decision Tasks."** (Cocchella F., Sacino A., Rea F., Sciutti A., & Andrighetto L.)

Link: <https://easp2023krakow.com/>

## CRI23 (International Conference on Child-Robot Interaction)

[ Milan, University of Milan-Bicocca, IT, 06/21/2023 – 06/23/2023 ]

Oral contributions:

- **The Imitation Game: "Gioca Jouer" as a tool to study social influence in Child-Robot Interaction.** (Cocchella F., Pusceddu G., Bogliolo M., Belgiovine G., Lastrico L., Casadio M., Rea F., & Sciutti A.).
- **A Conversational Game to Study Social Influence in Humans-Robot Interactions** (Mongile S., Pusceddu G., Cocchella F., Belgiovine G., Lastrico L., Tanevska A., Rea F., Sciutti A.).

Link: <https://cri.unimib.it/>

## HRI23 (ACM/IEEE International Conference on Human-Robot Interaction)

[ Stockholm, Sweden, 03/13/2023 – 03/16/2023 ]

- Participation in the workshop *CRITTER: Child-Robot Interaction and Interdisciplinary Research*, presenting the oral contribution "**Social Exclusion Bench Tool To Study Children-Robot Interaction In Turning Games.**" (Cocchella F., Mongile S., Pusceddu G., Lastrico L., Belgiovine G., Rea F., & Sciutti A.).
- Co-author of the Late Breaking Report presented as a poster: "**What if a Social Robot Excluded You? Using a Conversational Game to Study Social Exclusion in Teen-robot Mixed Groups.**" (Mongile, S., Pusceddu, G., Cocchella, F., Lastrico, L., Belgiovine, G., Tanevska, A., & Sciutti, A.)

I participated to the Conference as a Student Volunteer, and I was in charge of Social Media (Twitter & Mastodon).

Link: <https://humanrobotinteraction.org/2023/>

## ICSR 2022 (International Conference on Social Robotics)

[ Florence, Italy, 12/13/2022 – 12/16/2022 ]

- Presentation of the paper: "**Training School Teachers to Use Robots as an Educational Tool: The Impact on Robotics Perception.**" (Pusceddu G.\*, Cocchella F.\*, Bogliolo M.\*, Belgiovine G., Lastrico L., Casadio M., Rea F., & Sciutti A.)
- Participation in the workshop: *From Modelling to Understanding Children's Behaviour in the Context of Robotics and Social Artificial Intelligence*, presenting the oral contribution "**Hunt for the Stars: a flexible game tool to study social influence and group dynamics in children-robot interaction.**" (Cocchella F\*, Pusceddu G., Bogliolo M., Belgiovine G., Lastrico L., Casadio M., Rea F., & Sciutti A.)

Link: <https://www.icsr2022.it/>

## Maker Fair Rome - European Edition

[ Rome, Italy, 10/07/2022 – 10/09/2022 ]

Participation to the fair as promoter for CONTACT Unit (Italian Institute of Technology).

Link: <https://makerfairerome.eu/it/>

## 4th I-RIM Conference (4a Conferenza Italiana di Robotica e Macchine Intelligenti)

[ Rome, Italy, 10/2022 ]

**Oral contribution to the workshop *Cognitive Robotics*: "Cognitive Anthropomorphism of Humanoid robots."** (Cocchella F., Sacino A., Andrighetto L., Rea F., & Sciutti A.)

Link: <https://i-rim.it/it/>

## **XXX Congresso AIP (Associazione Italiana di Psicologia - tutte le sezioni)**

[ Padua, 09/27/2022 – 09/30/2022 ]

Oral Contributions:

- **"Do Robot Faces Really Look Human? Scrambled Effect and Cognitive Anthropomorphism of Humanoid Robots."** (Cocchella F., Sacino A., & Andrighetto L.)
- **"Why do women justify intimate partner violence? The role of men's attitudes and women's Self-objectification in romantic relationships."** (Crapolicchio E., Valtorta R. R., & Cocchella F.)

Link: <http://www.aipass.org/xxx-congresso-aip-plenario-padova-27-30-settembre-2022>

## **ESCON Milano 22 (European Social Cogniton Network)**

[ Milan, University of Milan-Bicocca, IT, 08/29/2022 – 08/31/2022 ]

Oral contribution: **"Cognitive Anthropomorphism of Humanoid Robots: Evidence from a Scrambled Face Task."**

(Cocchella F., Sacino A., & Andrighetto L.).

Link: <https://escon2022.psicologia.unimib.it/>

## **XVII Conference of Italian Association of Social Psychology.**

[ Brescia, Italy, 2022 ]

**Oral Contribution:** "Humans or objects? Inversion effect and cognitive anthropomorphis of social robots."

(Andrighetto, L., Sacino, A., De Vita, G., Cocchella, F., Bracco, F., Rea, F., & Sciutti, A.).

## **CERTIFICATIONS**

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### **First Certificate (FCE) Cambridge Assesment Center**

[ 2014 ]

Grade B

### **DEL.F. Alliance Française, Gênes.**

[ 2010 ]

Certification of French Language

## **WORKSHOPS AND SUMMER SCHOOLS**

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### **Social connections and well-being in the digital era.**

[ 08/23/2021 – 08/27/2021 ]

Summer school attended in Como (Lake Como School of advanced studies, Fondazione Alessandro Volta), focused on an overview of the most cutting-edge

psychological theories and research on the social impacts of digital technologies.

Organized by Professor Paolo Riva (University of Milano Bicocca).

### **8th International Summer School of Neuroingegnereing**

[ 07/18/2022 – 07/22/2022 ]

Summer School organized by Scuola Politecnica of University of Genoa.

### **Mediation and Moderation Analysis**

[ 06/15/2021 – 06/15/2021 ]

Workshop attended by Professor Cristina Baldissarri at University of Milano Bicocca

## The signal and the noise: Sound research designs and power analysis

[ 05/05/2022 ]

Webinar attended by Professor Marco Perugini (University of Milano Bicocca), organized by Italian Reproducibility Network.

### DIGITAL COURSES

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#### Matlab Onramp

[ 04/2022 ]

Self paced course on Matlab

Link: <https://matlabacademy.mathworks.com/progress/share/certificate.html?id=13416f41-61b0-4371-b43b-7f4a0d0dff27&>

#### Matlab Fundamentals

[ 05/2022 ]

Core MATLAB functionality for data analysis, visualization, modeling, and programming. Implement a common data analysis workflow that can be applied to many science and engineering applications.

Link: <https://matlabacademy.mathworks.com/progress/certificate.pdf?course=mlbe&release=R2021b&language=en&>

### LANGUAGE COURSES

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#### English Course: Harrow House, Swanage (UK).

[ 2011 - 2012 ]

Two weeks intensive English course in years 2011 and 2012

#### English Course: EF College, Dublin (Ireland)

[ 2013 ]

#### English Course: Beet International School, Bournemouth (UK).

[ 2016 ]

Link: <https://www.beet.co.uk/>

#### French Course: Alliance Française Genoa.

[ 09/2016 - 06/2017 ]

Link: <https://www.alliancefrge.it/>

#### French Course: University of Strasbourg (France).

[ 09/2017 - 01/2018 ]