



## A Model for the Development of A Chatter Bot/Chat Bot for Field of Public Health using the Example of Automated Online Breast Feeding Helper

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### ABSTRACT

The purpose of this paper is to provide a reference mode for the development of a chatter bot for field of Public Health using the example “Breast Feeding Helper”. This project a carried out using the AIML language and the platform” Pandorabot”. Use of Chat bot is new to the field for public health. The motivation behind this work is to make an initiative and demonstrate that it is feasible to develop a chatbot for the field of public health. This paper illustrates the steps and process of developing a chat bot for a topic in the field of public health. The steps and process described could be used as a model for further work.

**Key words-** Artificial Intelligence, Chatterbot, Pattern Recognition, Artificial Intelligence Markup Language (AIML)

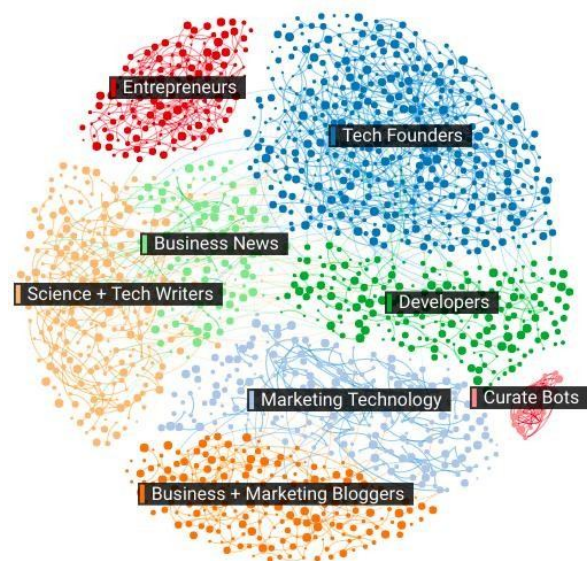
### 1. INTRODUCTION

Breastfeeding is a natural process that involves feeding of babies with milk from a woman’s breast and provides many health benefits for both the mother and infant [1]. Public health experts recommend health education to promote breastfeeding[2].

Many women access websites and online forums to get information on breastfeeding [3, 4]. However many of these websites only provide set answers for frequently Asked Question (FAQ) and lack human-like responses and interactivity. Furthermore, there is no guarantee on the reliability of the information provided.

A Chabot (also known as chatterbot) is a computer program designed to simulate how a human-like conversation partner [5]. Currently chatbots are widely used for entertainment and marketing purpose. and customer service [6, 7]. However, as illustrated by the audience visualization chart of twitter (Figure 1) use of chatbot in the field of Public health is limited. The scientific literature related to this area is very limited. The motivation behind this work is to make an initiative to demonstrate that it is feasible to develop a chatbot for the field of public health so that peer researchers will be motivated to make further contributions and expand the current body of knowledge. This paper will describe steps involved in the

development of a chat bot for field of Public Health using the example of “Breast Feeding Helper”.



**Figure 1:** Audience visualization chart of twitter on use of chatbot

### 2. RESEARCH PROBLEM & OBJECTIVES

The research problems was “What are the steps involved in the developing a chat bot for field of Public Health”. Following objectives were identified based on the above research problem.

- Identify the content areas for the chatbot
- Compare and contrast different programmes to develop a chatbot.