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USC ICT Establishes Virtual Human Therapeutics Lab Led by Sharon Mozgai

Research will deploy conversational AI agents inside evidence-based mHealth platforms

The USC Institute for Creative Technologies, a unit of USC Viterbi, and Department of Defense (DoD) University Affiliated Research Center (UARC), sponsored by the US Army, is pleased to announce the launch of the Virtual Human Therapeutics Lab, led by Sharon Mozgai as Director.

The Virtual Human Therapeutics Lab (VHTL) will use conversational AI agents inside evidence-based mHealth software applications. Through interdisciplinary research, collaboration, and development, VHTL will demonstrate the role virtual humans can play in promoting mental, emotional, and behavioral well-being.

Sharon Mozgai holds a Masters in Human Development and Psychology from Harvard University, a B.A. in Psychology from New York University (NYU), and has worked as a Research Associate at Harvard Business School (Organizational Behavior Unit), and as a Text Analyst at Massachusetts Institute of Technology (MIT) on a DARPA-funded natural language processing (NLP) study.

She joined ICT in 2015 as a Research Analyst in the Virtual Humans Group, then served as a Lead R&D Scientist, before becoming Associate Director of MedicalVR, drawing on psychology, medicine, neuroscience, physical and occupational therapy, to evaluate where Virtual Reality (VR) could add value over traditional assessment and clinical intervention approaches.

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Established in 1999, the USC Institute for Creative Technologies (ICT) is a Department of Defense (DoD) University Affiliated Research Center (UARC), sponsored by the US Army. Harnessing Hollywood-derived creativity with academic innovation and military-domain

expertise, ICT conducts award-winning R&D in Artificial Intelligence (AI), Computer Graphics, Geospatial Sciences, Human Performance, Learning Sciences, Modeling, Simulation & Gaming, Mixed Reality (MxR), Medical VR, Narrative, and Virtual Humans. ICT accomplishments include: 2,000 Peer-Reviewed Publications with 100,000+ Citations; 140+ Honors and Awards Highlighting Faculty and Staff; 49 Hollywood Movies/Series use ICT Technologies; 278 Intellectual Property Disclosures; 29 Patents; 3 AAAI Fellows and 2 Academy Awards (Science & Technology).

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