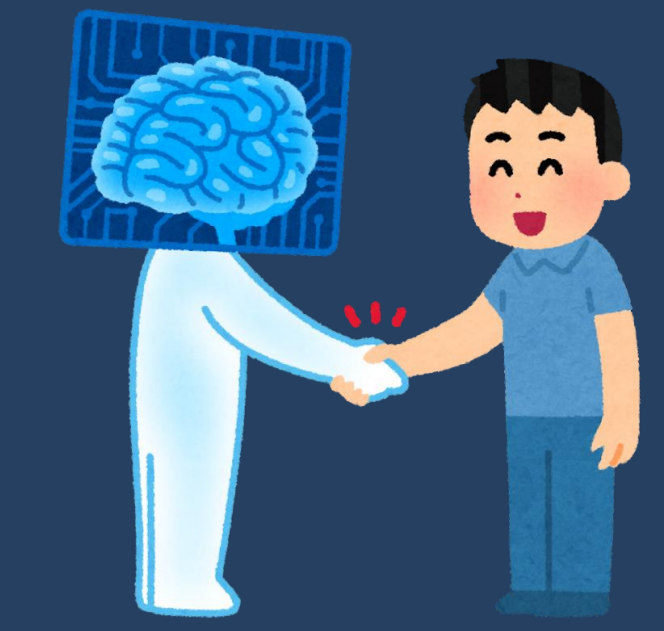


Trust in AI-based recommendations

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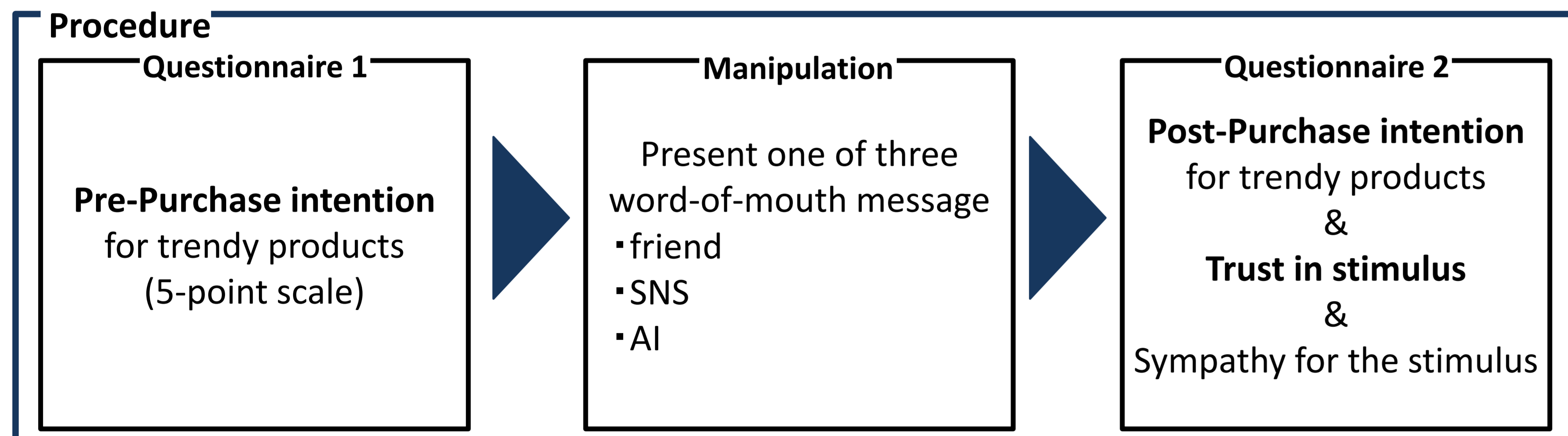


Study 1: Backgrounds and Objectives

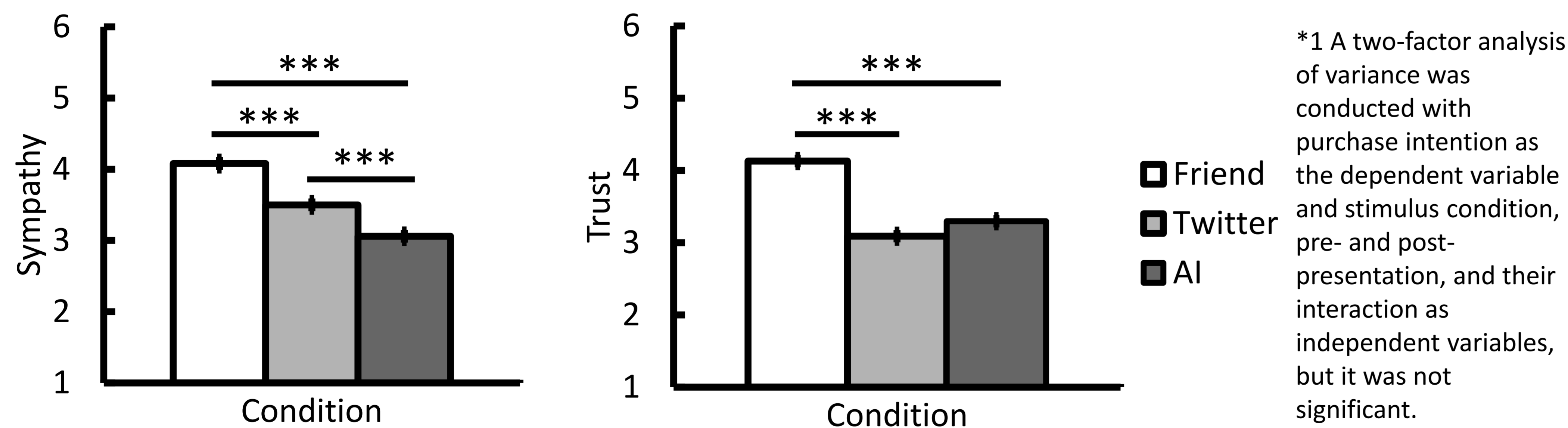
- The purpose of this study is to examine the reliance on word-of-mouth communication presented by AI.
- We examine how word-of-mouth communication by friends and acquaintances, an internal group, and word-of-mouth communication by strangers, an external group, differ in selection.
- In recent years, word-of-mouth communication by AI has been increasing in SNS, etc. In this study, we will also examine the difference in selection when word-of-mouth communication by AI is presented, which can be regarded as a second outside group.

Study 1: Methods

In November 2022, we conducted an online survey of 302 Japanese general adults (F = 140, M = 162; $M_{age} = 42.52$, $SD_{age} = 10.11$).



Study 1: Results & Discussions



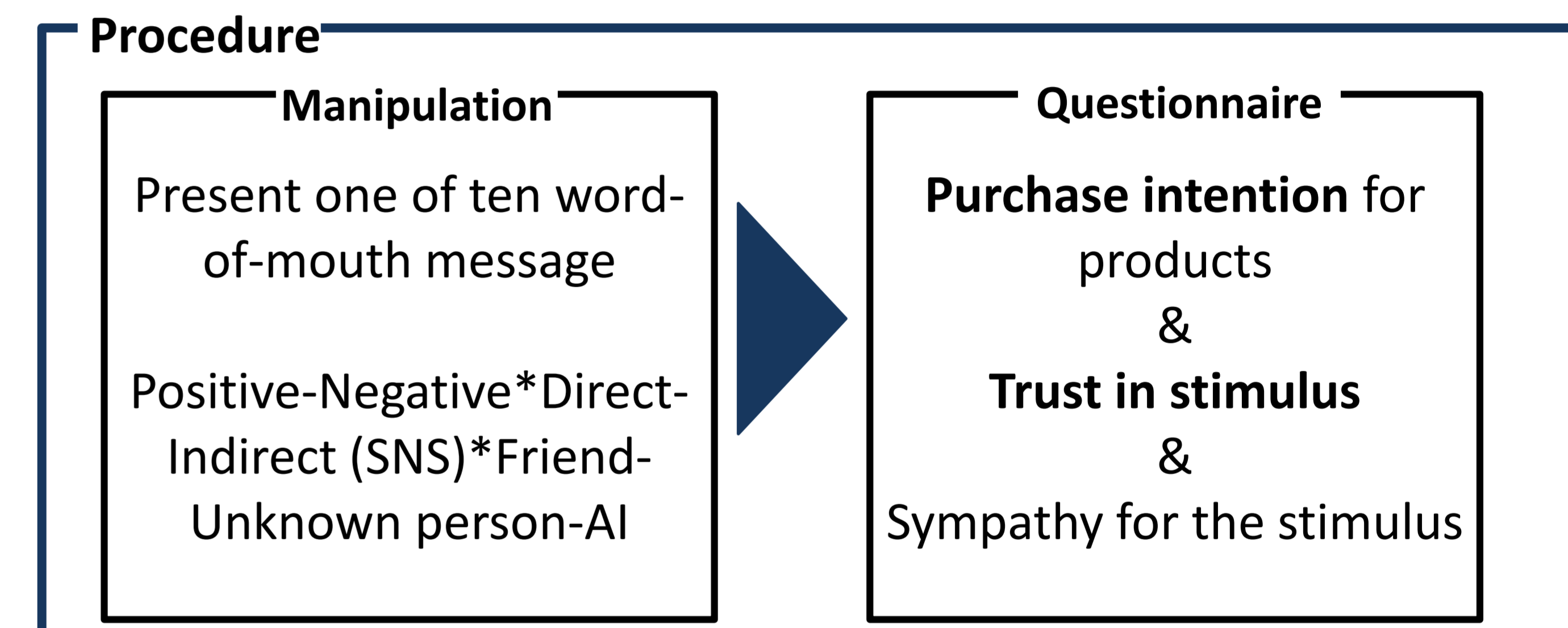
- Word-of-mouth communication from friends, an internal group, was more sympathetic and trustworthy than Twitter and AI, both of which are external groups.
- Comparison of word-of-mouth communication between Twitter and AI suggests that, even in the same external group, Twitter is perceived as mediated by human intention, and that this intention may lead to trust and empathy. On the other hand, since human intention does not intervene in AI, it is thought that trust and sympathy are unlikely to arise from such intentions.

Study 2: Backgrounds and Objectives

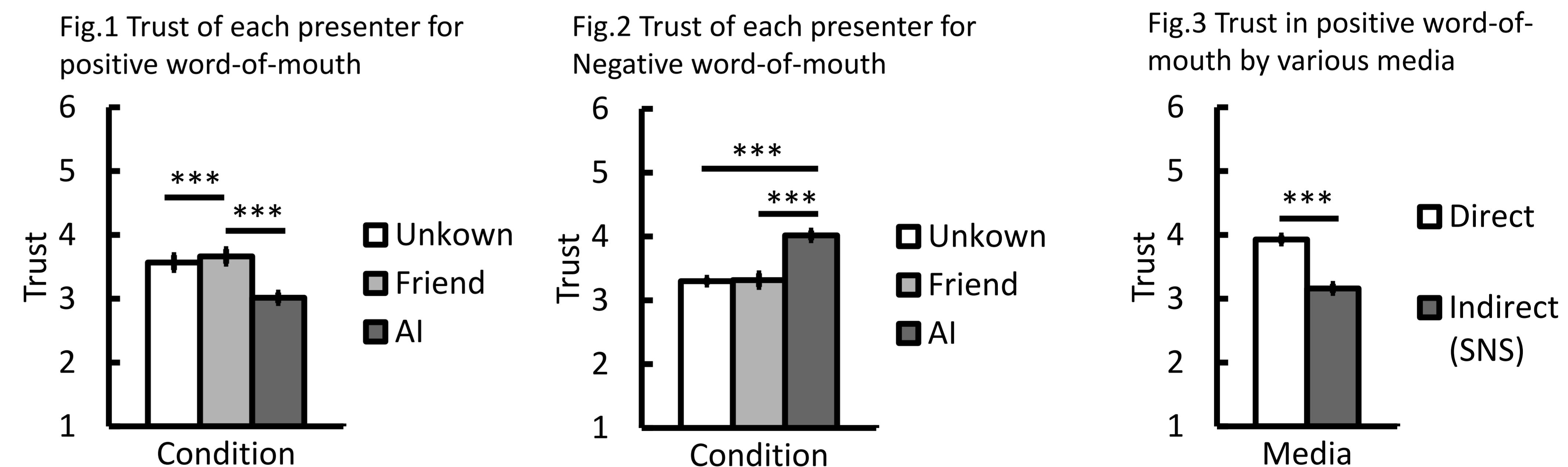
- With respect to online word-of-mouth, it has been shown that negative word-of-mouth can have a paradoxical effect of increasing product evaluation (Sugitani, 2022).
- In this study, we examine the effects of positive and negative word-of-mouth on attitudes, trust, and sympathy when presented in different presentation media.
- Predicted that even negative word-of-mouth, if it is by a stranger, a friend or an AI, positive effects would be observed (Sugitani, 2022).

Study 2: Methods

In December 2022, we conducted an online survey of 302 Japanese general adults (F = 148, M = 151, O = 3; $M_{age} = 41.33$, $SD_{age} = 9.73$).



Study 2: Results & Discussions



- The hypothesis that negative word-of-mouth, even by an Unknown person or AI, would have a positive effect was not supported.
- The results for trust in positive word-of-mouth were the most positive for those made by AI. One of the reasons for this is that positive word-of-mouth by a person is easily suspected of being a confederate. However, since AIs do not have personalities, it is thought that they were perceived as not confederate in terms of their contents.

Acknowledgement

*2 This work was supported by JST, CREST Grant Number JPMJCR21D4, Japan.