Av\_autopilot

Study 1: Between subjects design

IV- framing of the AV program

* Tesla Autopilot (L2)
* zF Copilot (L2)
* Cruise Self-Driving/Driverless (L4)

DV- Perceived level of automation, behavioral intention, perceived safety

* Perceived level of automation on a scale of 1-5
* Behavioral intention
  + How likely are you to use it?
  + How likely are you to buy it?
  + How likely are you to recommend it?
* Perceived safety
  + Riding in an AV is safe?
  + Riding in an AV is risky?
  + I feel comfortable riding in an AV?
* Perceived ease of use
  + Easy to learn?
  + Easy to control?
  + Easy to understand
  + Easy to misunderstand/misinterpret

Hypothesis- The level of automation for Autopilot (and others) is perceived to be higher than what it is and this difference in perception is larger than the difference for Copilot but smaller than Driverless.

Study 2: Between subjects design

IV- framing of the AV program and information on an accident

* Autopilot, Copilot, Self-driving/driverless

DV- Perceived culpability of driver/system, perceived culpability of the company, perceived level of automation

* Scale rating of responsibility of driver/system
* Scale rating of responsibility company should accept
* Perceived level of automation on a scale of 1-6

Hypothesis- If the level of automation is perceived to be higher, then more culpability will be assigned to the system and the company for being unable to fulfill the expected tasks.

Study 3: Between subjects design