**Thesis Draft Proposal**

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Investigate the relationship between country of origin and the attitude towards AI moral issues. Do social factors play a substantial part in the view on morality concerning AI?

This research will be based on a survey concerning self driving cars. The survey pertains to scenarios similar to the infamous ‘trolley problem’. The aim here is to document the sentiments of individuals on different distinct scenarios and what would be the moral course of action.

The dataset is too large to be used fully, therefore a subset of the dataset will be used for the computational algorithms on which these calculations will be based. This may make the results less representative but this is something which has to be taken into account for processing sake. The idea as of this moment is to use somewhere between 100.000 and 1.000.000 rows of the dataset which would translate into sample sizes of these numbers. Each row would symbolize an individual and their answers to the survey. This should still be a sufficient size for the dataset while also making its processing significantly smoother and less computationally expensive. This should theoretically benefit the ability to create models for this research.

Use the usercountry3 variable to investigate the relationship between country of origin and the decision making outcomes in these types of moral dilemmas.

The implications of this research can then be used for input in governmental decision making and regulation when it concerns AI and these sorts of developments

There is already scientific literature on topics related to this field, an example being: <https://www.nature.com/articles/s41598-024-53335-2>

Here personality is used as a measurement to quantify attitudes towards AI. Therefore, research which would focus on ‘societal personality’ (which could be classified as culture) may be complimentary and fit in well with the scientific research that has been established.

Other research includes:

What governs attitudes toward artificial intelligence adoption and governance? (Matthew R. O’Shaughnessy, Daniel S. Schiff, Lav R. Varshney, Christopher J. Rozell, and Mark A. Davenport, 2022)

Artificial intelligence ELSI score for science and technology: a comparison between Japan and the US <https://link.springer.com/article/10.1007/s00146-021-01323-9>

Initial validation of the general attitudes towards Artificial Intelligence Scale <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7231759/> doi: [10.1016/j.chbr.2020.100014](https://doi.org/10.1016%2Fj.chbr.2020.100014)

Trust in Artificial Intelligence Gillespie, N., Lockey, S., Curtis, C., Pool, J., & Akbari, A. (2023). Trust in Artificial Intelligence: A Global Study. The University of Queensland and KPMG Australia. doi:10.14264/00d3c94

We Mostly Think Alike: Individual Differences in Attitude Towards AI in Sweden and Japan <https://www.researchgate.net/publication/351263348_We_Mostly_Think_Alike_Individual_Differences_in_Attitude_Towards_AI_in_Sweden_and_Japan>

Ipsos report/survey on attitudes of AI <https://www.ipsos.com/en-uk/global-opinions-about-ai-january-2022>

A Psychological Model Predicts Fears about Artificial Intelligence across 20 Countries and 6 Domains of Application **OSF** <https://osf.io/preprints/psyarxiv/pjvqt>

Nestor Maslej, Loredana Fattorini, Erik Brynjolfsson, John Etchemendy, Katrina Ligett, Terah Lyons, James Manyika, Helen Ngo, Juan Carlos Niebles, Vanessa Parli, Yoav Shoham, Russell Wald, Jack Clark, and Raymond Perrault, “The AI Index 2023 Annual Report,” AI Index Steering Committee, Institute for Human-Centered AI, Stanford University, Stanford, CA, April 2023.

This literature can be used to establish a well defined research scope and adequately focus on the research question.

An idea might be to focus on the countries within the European Union countries specifically. A new development in the AI Act which was recently greenlighted by The European Commission. <https://digitalstrategy.ec.europa.eu/en/policies/regulatory-framework-ai> This piece of legislation is designed to construct regulatory framework relating to the field of AI. <https://www.stibbe.com/publications-and-insights/the-eu-artificial-intelligence-act-our-16-key-takeaways>

With this arguably new field of AI and the governmental sphere that is playing catch up with regards to regulations, it is an interesting idea to focus on whether these policies can be generalized on an EU scale or if there are distinct differences between EU countries when it comes to these topics.

Furthermore, this could also be interesting when keeping in mind the recent tensions within the EU between member states (e.g. Hungary, Poland) and the Brexit phenomenon which could be seen as a sign that there are vast cultural, political and economic differences within the union. Could these differences become clear from looking at the Moral Machine dataset and its implications? This could be an interesting field of research taking into account the moral choices visible in the dataset.