

RESEARCH ETHICS COMMITTEE OF FUNDAÇÃO GETULIO VARGAS CEPH/FGV	
Opinion n. P.396.2024	
Meeting date	July 26th, 2024
Opinion issuance date	September 30th, 2024
GENERAL INFORMATION	
Principal Investigator	Suely Fischer Omura
Center/School	EAESP
Course	NA
Supervisor	NA
Title of the Research Protocol	Complex Business Decisions: Does Motivation for Cognitive Effort Uplift Delegation to AI?
Financing	NA
Rapporteur	Márcio Grijó Vilarouca
REPORT	
<p>Regarding the research objective, the researcher stated:</p> <p>“This survey experiment aims to investigate the influence of task complexity on the intention to delegate business decisions to AI, mediated by motivation for cognitive effort. The experiment involves a simple mediation design, with task complexity (independent variable) being manipulated on a between-subject basis (low vs. high), and motivation for cognitive effort (mediator) being measured with a 7-item scale. Data will be collected from a convenience sample of 200 U.S. business decision-makers, AI researchers, or AI users who will be recruited via online research participant pools or via undergraduate, graduate, doctorate, or researcher populations at the University of North Texas. To participate in the experiment, subjects will access a survey link hosted in Qualtrics’ portal, automatically storing the collected data. The survey experiment has an introductory section informing to whom the research is addressed, clarifying that participation in this project is strictly voluntary and that withdrawing is possible at any time, ensuring that taking part in the research does not imply any kind of risk or discomfort and that anonymity and confidentiality are assured. After that, participants will be exposed to a fictitious hiring setting through a vignette describing a decision they must make (i.e., hiring a job applicant). Once participants have faced the decision-making task assigned to them, they will have to rank the three best candidates for the job, assess the complexity of this decision task by answering a one-item scale, and evaluate the realism of the decision-making setting. Subsequently, participants must answer a questionnaire built upon a five-point Likert scale to measure their intention to delegate business decisions to AI and their motivation for cognitive effort. Finally, we will collect demographic data (age, gender, education level, job title, familiarity with AI, and market sector) and see if participants can figure out the purpose of the experiment. Participation in this survey experiment will imply answering an online form and not interacting directly with the researcher. This strategy will allow us to reach</p> ”	

different decision makers in a quick and less expensive manner. (See details in the attached form).”

The data collection will take place after CEPH’s approval and is expected to last for four months.

Considering the number of participants:

“The target sample size is 200 participants, which was estimated through G*Power (parameters: ANOVA, effect size = .20, power = .80, an err prob = .05, numerator df = 1, number of groups = 2).”

The data will be stored at “on a personal computer (for data analysis) and an external HD (for storage purposes). Only the co-author and I will access the data, which will not be encrypted. However, since participants’ information will be associated with random codes generated by the survey, there won’t be a need to use encryption”.

The Consent Form briefly explains the research objectives, ensures research voluntariness and informs the contact information of the researcher and the Ethics Committee.

As for the confidentiality and anonymization of data, the researcher clarified:

“Participants (from crowdsourcing platforms and UNT populations) will access an online form. After completing it, they will receive a random code that is generated to associate with the information provided. Consequently, the data collected will be associated with different codes, ensuring participants' anonymity.”

DELIBERATION

After deliberation by the members, according to the detailed form presented, CEPH / FGV classifies the present research protocol as:

Approved

CEPH / FGV emphasizes the need for adherence to its Precedent No. 3, reproduced below:

Precedent No. 3

February 14th, 2020

Research involving foreign participants must identify and mitigate specific risks to which these participants may be exposed due to their citizenship or location.

The researcher is required to obtain approval from the Ethics Committee of the foreign university. The approval should then be submitted to the CEPH for official record.

Thus, taking these considerations into account, the protocol is deemed suitable for execution.

The protocol is ready to be executed.

The term of the protocol approved in this opinion is January 2025.

CEPH must be informed about changes in the content or extension of the research.

Rio de Janeiro, September 30th, 2024.



Vivianne Ferreira

Coordinator of Research Ethics Committee of Fundação Getulio Vargas – CEPH/FGV