AIMC Launch - Study 3

JS

Q152 We are kindly asking you to participate in a research study exploring the perceived trustworthiness of different online lodging profiles. The research is led by Mor Naaman, Cornell University.

We will ask you to read the instructions and rate 10 host profiles. We will then ask demographic and freeform questions in the follow-up. We anticipate that your participation in this survey presents no greater risk than everyday use of the Internet. Compensation for this study is handled through Amazon MTurk. You will receive a code to claim your pay.

We will not collect any personal information that could identify you by current scientific standards. The non-identifiable data from this study may be shared with the research community at large to advance science. If you have questions, you may contact <s.tech.cornell@gmail.com>.

Consent **I have read the above information, and have received answers to any questions I asked.**

○ I CONSENT to take part in the study. (1)

○ I DO NOT CONSENT to take part in the study. (2)

JS

Q168 Imagine you are planning a trip and need a place to stay. You find a site where people, or hosts, offer up their homes for a fee. Hosts create a profile describing themselves to attract guests to stay with them.

Q112 **Some of the profiles** you will see **have been generated by a computer system using artificial intelligence**, while others have been written by the host.

The system helps hosts create profiles that are more attractive by writing the description for them. The hosts simply enter some information and the artificial intelligence system generates the profile.

Q132 Profiles that were generated by the computer system will be **labeled as "generated optimized profiles".**

Scenario_T Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)

End of Block: Scenario

Start of Block: System Demo

Q45 Below a demo of the system that automatically generates the host profiles:

Q113 **Some of the profiles** you will see **have been generated by a computer system using artificial intelligence**, while others have been written by the host. For the profiles that are generated by the system, a demo is shown below:

Q55

Enter keywords for profile generation

⌶

GENERATE OPTIMIZED PROFILE

✳

Demo_Answer Describe in 2-3 sentences what the system is doing:

_____

_____

_____

Q46 Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)

⤨

Val_1
Some warm-up questions to begin with:

Choose the accurate rephrasing of "**It is easy to see John**".

○ John is easy to see. (1)

○ John is eager to see. (2)

○ John's sister's friend's car. (3)

⤨

Val_2 Choose the scenario described:

○ I am traveling and the person in the profile offers to host me. (1)

○ The person in the profile is traveling and I am offering to host. (2)

○ The person in the profile and I are traveling together. (3)

※ ⤬

Val_3 Indicate how the profiles are created:

○ All profiles were written by the host. (1)

○ All profiles were generated by the AI system. (2)

○ Some were generated by the AI system, some were written by the host. (3)

Val_T Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)

End of Block: Checks

Start of Block: Profile Rating

Q50   .google__card{   border-radius: 2px;   -webkit-box-shadow: 0 1px 1.5px rgba(0, 0, 0, 0.12), 0 1px 1px rgba(0, 0, 0, 0.24);   box-shadow: 0 1px 1.5px rgba(0, 0, 0, 0.12), 0 1px 1px rgba(0, 0, 0, 0.24);   max-width: 90%;   width: 500px;   margin: 0 auto;   padding: 35px 48px 35px 48px;   opacity: 1;   background-color: rgb(123, 123, 123);   font-size: 16px; line-height: 24px;   color: white;   font-family: source-sans-pro, sans-serif; }
${e://Field/source-view};"> ${lm://Field/3}
${lm://Field/2}

Q130 Based on the profile above please rate how confident in each of these statements you are.

AI This profile has been:

○ Definitely human-written1 (1)

○ 2 (4)

○ 3 (8)

○ 4 (9)

○ 5 (10)

○ Definitely A.I.-generated6 (11)

- -

R1 This person maintains a clean, safe, and comfortable household:

○ Not confident 0% (1)

○ 10 (2)

○ 20 (3)

○ 30 (4)

○ 40 (5)

○ 50 (6)

○ 60 (7)

○ 70 (8)

○ 80 (9)

○ 90 (10)

○ Highly confident 100% (11)

- -

R2 This person will be concerned about satisfying my needs during the stay:

○ Not confident 0% (1)

○ 10 (2)

○ 20 (3)

○ 30 (4)

○ 40 (5)

○ 50 (6)

○ 60 (7)

○ 70 (8)

○ 80 (9)

○ 90 (10)

○ Highly confident 100% (11)

R3
This person will not intentionally harm, overcharge, or scam me:

○ Not confident 0% (1)

○ 10 (2)

○ 20 (3)

○ 30 (4)

○ 40 (5)

○ 50 (6)

○ 60 (7)

○ 70 (8)

○ 80 (9)

○ 90 (10)

○ Highly confident 100% (11)

P1_T Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)

End of Block: Profile Rating

Start of Block: Generalized trust scale

Display This Question:
    If condition != control

* ⤬

Val_4 Indicate how the profiles are created:

○ All profiles were written by the host. (1)

○ All profiles were generated by the AI system. (2)

○ Some were generated by the AI system, some were written by the host. (3)

Q143
Please indicate how much you agree or disagree with the following statements:

General_2 In general, most people are basically good and kind:

○ Strongly disagree 0% (1)

○ 10 (2)

○ 20 (3)

○ 30 (4)

○ 40 (5)

○ 50 (6)

○ 60 (7)

○ 70 (8)

○ 80 (9)

○ 90 (10)

○ Strongly agree 100% (11)

General_3 In general, most people are basically honest:

○ Strongly disagree 0% (1)

○ 10 (2)

○ 20 (3)

○ 30 (4)

○ 40 (5)

○ 50 (6)

○ 60 (7)

○ 70 (8)

○ 80 (9)

○ 90 (10)

○ Strongly agree 100% (11)

General_1 In general, most people maintain a clean, safe, and comfortable household:

○ Strongly disagree 0% (1)

○ 10 (2)

○ 20 (3)

○ 30 (4)

○ 40 (5)

○ 50 (6)

○ 60 (7)

○ 70 (8)

○ 80 (9)

○ 90 (10)

○ Strongly agree 100% (11)

- -

General_T Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)

End of Block: Generalized trust scale

Start of Block: AI attitude scale

Q172
Please indicate how much you agree or disagree with the following statements:

- -

Attitude_1 Artificial intelligence is bringing us into a bright new era:

○ Strongly disagree 0% (1)

○ 10 (2)

○ 20 (3)

○ 30 (4)

○ 40 (5)

○ 50 (6)

○ 60 (7)

○ 70 (8)

○ 80 (9)

○ 90 (10)

○ Strongly agree 100% (11)

Attitude_2 Artificial intelligence can eliminate a lot of tedious work for people:

○ Strongly disagree 0% (1)

○ 10 (2)

○ 20 (3)

○ 30 (4)

○ 40 (5)

○ 50 (6)

○ 60 (7)

○ 70 (8)

○ 80 (9)

○ 90 (10)

○ Strongly agree 100% (11)

Attitude_3 Artificial intelligence is lessening the importance of too many jobs now done by humans:

○ Strongly disagree 0% (1)

○ 10 (2)

○ 20 (3)

○ 30 (4)

○ 40 (5)

○ 50 (6)

○ 60 (7)

○ 70 (8)

○ 80 (9)

○ 90 (10)

○ Strongly agree 100% (11)

Attitude_4 Artificial intelligence makes me uncomfortable because I do not understand it:

○ Strongly disagree 0% (1)

○ 10 (2)

○ 20 (3)

○ 30 (4)

○ 40 (5)

○ 50 (6)

○ 60 (7)

○ 70 (8)

○ 80 (9)

○ 90 (10)

○ Strongly agree 100% (11)

Attitude_t Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)

End of Block: AI attitude scale

Start of Block: Demographics

Ideology Where would you place yourself on a scale from liberal to conservative?

○ liberal (1)

○ somewhat liberal (2)

○ somewhat conservative (3)

○ conservative (4)

○ no opinion (5)

Geography Indicate your geography:

○ Urban (1)

○ Suburban (5)

○ Rural (2)

Gender What is your sex?

○ Male (1)

○ Female (2)

○ Other (3)

Education What is the highest level of school you have completed or the highest degree you have received?

- ○ Less than high school degree (1)

- ○ High school graduate (2)

- ○ Bachelor's degree in college (5)

- ○ Master's degree (6)

- ○ Doctoral degree (7)

- ○ Professional degree (JD, MD) (8)

----

*

Birthyear What is your year of birth?

_____

----

*

Follow_3 Please describe what you perceived as the purpose of this study:

_____

_____

_____

_____

_____

End of Block: Demographics

Start of Block: Follow-up questions

*

Follow_1 Name up to three factors you considered **when rating a host profile:**

○ Factor 1: (1) _____

○ Factor 2: (2) _____

○ Factor 3: (3) _____

✳

Follow_1b How did you decide whether a profile was AI-generated?

_____

_____

_____

_____

_____

✳

Follow_2 What do you think about computer-generated profiles?

_____

_____

_____

_____

_____

End of Block: Follow-up questions

Start of Block: Debriefing

Q150
Thank you for participating in this study. In order to get the information we were looking for, we provided you with incorrect information about some aspects of this study. Now that the experiment is over, we will describe the deception to you, answer any of your questions, and provide you with the opportunity to make a decision on whether you would like to have your data included in this study.

What the study really is about is how the knowledge that text profiles have been enhanced by artificial intelligence may impact their perceived trustworthiness. To test this, we have given you the impression that the profiles you saw were generated by AI. However, the profiles you have seen were written by real hosts and have not been generated.

The findings of this study will help to better understand the potential benefits and risks that algorithmic mediation brings to our societies. For example, will people lose trust in each other's words as their communication becomes more AI-improved? We will analyze the answers given to provide some first insight. For any questions, please contact <s.tech.cornell@gmail.com>.

Although you have already completed the survey, your involvement is still voluntary, and you may choose to withdraw the data you provided prior to debriefing without penalty. Withdrawing your submission will not adversely affect your relationship with Cornell University, the researchers, or any of our affiliates.

Q151 **I have been debriefed by the Research team, and I understand the true intent of and the purpose of the study.**

○ I AGREE that the data collected during the study may be included for the purpose of the study. (1)

○ I WITHDRAW my participation for this study. I do not give permission for the data collected during the study to be included for the purposes of the study. (2)

End of Block: Debriefing