Erasmus Centre for Data Analytics

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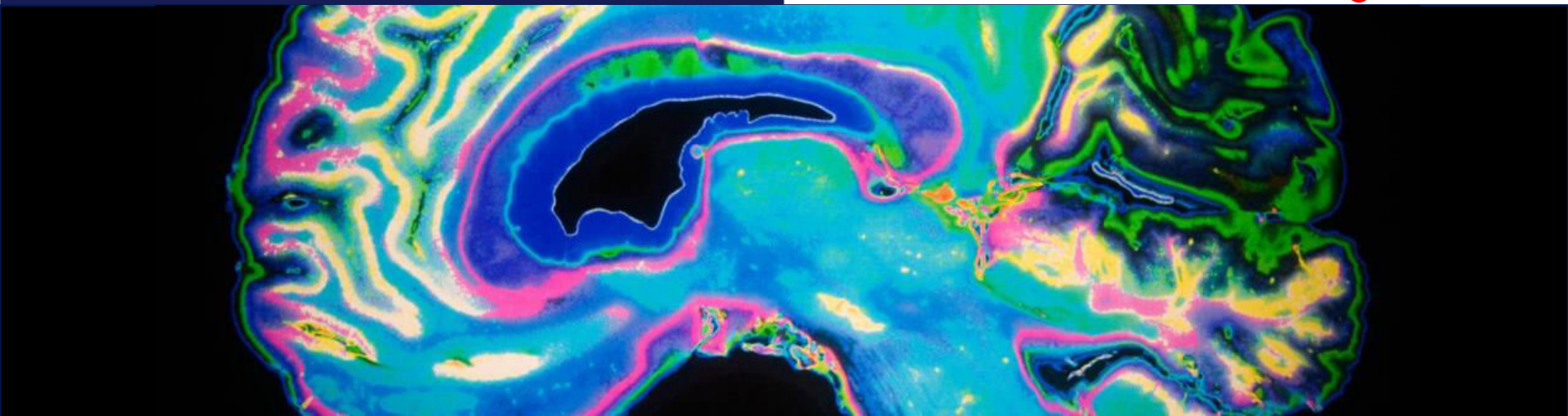
Expert Practice *Psychology of AI*



Psychology of AI: Introduction

Prof. Stefano Puntoni

"The Psychology of AI Lab explores the human side of AI and analytics. AI technology can create positive change only if companies truly recognize how AI solutions bring value to users.

We help companies understand how to best design consumer AI experiences and address psychological barriers to adoption"

The Psychology of AI Lab: Overview

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We are an international group of behavioral scientists working on managerially important topics related to technology and AI. We apply a behavioral approach to AI and data science.

JCR Journal of Consumer Research
MSI MARKETING SCIENCE INSTITUTE
JCP JOURNAL OF CONSUMER PSYCHOLOGY
JOURNAL of Marketing
JOURNAL of MARKETING RESEARCH
nature human behaviour
Harvard Business Review
MANAGEMENT SCIENCE

The Psychology of AI Lab: Overview

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The Psychology of AI Lab aims to:

1. **Facilitate interactions between academia and industry**
2. **Disseminate and increase the impact of academic research**

Collaboration opportunities can take different shapes:

- **Data sharing and research collaboration**
- **Contract research/consulting**
- **Research funding (e.g., PhD projects)**

Team // research interests

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Stefano Puntoni, Professor and Director // Adoption of automation, AI experiences, technological unemployment, decision-making with data

Anne Klesse, Associate Professor // Tech devices and decision-making, algorithmic recommendations
Gabriele Paolacci, Associate Professor // Crowdsourcing, ethics of AI
Mirjam Tuk, Associate Professor // Self-control, perceptions of technology and educational choices

Johannes Boegershausen, Assistant Professor // Acceptance of robots, technological unemployment
Romain Cadario, Assistant Professor // Acceptance of medical AI

Almira Abilova, PhD student // Perceptions of technology and educational choices
Begum Celiktutan, PhD student // Tech devices and decision-making
Gizem Yalcin, PhD student // Perceptions of algorithmic decision makers, algorithmic recommendations

Consulting opportunities: our process

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We help organizations understand how AI solutions can bring value to users and how to best address psychological barriers to adoption with actionable interventions.

Our process involves 4 steps:

1. **Define** the problem and the intended outcomes
2. **Diagnose:** identify the psychological barriers to adoption of AI product and services
3. **Designing** interventions and marketing actions addressing the psychological barriers
4. **Deploy:** evaluate interventions with product testing, field experiment, surveys, etc.

Examples of ongoing projects

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Are the educational choices of the young aligned with the jobs of the future? (with Gemeente Rotterdam)

How can we facilitate consumer adoption of medical AI? (with Boston University)

What are the behavioral consequences of management by algorithms? (with Technical University of Munich)

How can we increase consumer's attitudes towards service robots? (with University of Alberta)

How do individuals perceive legal decisions made by algorithms? (with Erasmus School of Law)

Do experts value recommendations by algorithms differently? (with University of British Columbia)

How do consumers react when accepted or rejected by algorithms? (with Cornell University)

How should companies frame AI-powered solutions to increase consumer adoption? (with INSEAD)

Examples of recent publications (and links)

Autonomy in consumer choice (Topic: automation)

Consumers and Artificial Intelligence: An Experiential Perspective (Topic: AI experiences)

Linear Thinking in a Nonlinear World (Topic: thinking with data)

Man Versus Machine: Resisting Automation in Identity-Based Consumer Behavior (Topic: automation)

Preference for Human (vs. Robotic) Labor is Stronger in Symbolic Consumption Contexts (Topic: robots)

Psychological Reactions to Human Versus Robotic Job Replacement (Topic: robots)

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Passion provides purpose, but data drives decisions

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