

First foundational study

Public perception, attitudes and trust towards AI

Qualitative: Interviews

Quantitative: Online survey

Second foundational study

Experts' views & evaluations by the public

Qualitative: Expert interviews

Quantitative: Online panel study

Goal

Building a baseline of initial perception, attitudes and evaluations of artificial intelligence in general to identify factors shaping AI acceptance

FOUNDATION

broad · exploratory · observational
specific · confirmatory · implicative

CONTEXT-SENSITIVE

Context-sensitive evaluation

AI in the context of public transportation

Quantitative: Online survey

Context-sensitive evaluation

AI in the context of health care

Quantitative: Online survey

Goal

Providing a differentiated view of how the context of application shapes AI acceptance and its underlying determinants.