

# AI Reactance: The Role of Autonomy Threat from Being Controlled by A Machine

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## **Abstract**

Advances in artificial intelligence (AI) have opened up new possibilities to enhance the way we live, work, play, and interact. However, not as optimistic as stated by the software provider company that how much AI helps to enhance efficiency, people have quite mixed views of AI making decisions. People who hesitate to adopt AI in daily services may be affected by a few factors, such as unfamiliarity with this new technology, feeling of uncertainty and risk, and feeling of being controlled by a machine. This research is to study people's reactions to AI when it is in the position of evaluating people, whether there are some negative consequences, what we can do to mitigate the negative impact so that managers can make full use of AI technology and improve the efficiency of an organization. We conducted experiments to establish the fact that people less favour AI' decision compared with a person's decision when they are evaluated by AI or the person. We further explore the reasons underneath.

**Keywords:** *Artificial Intelligence; reactance; evaluation*

**Track:** Consumer Behaviour