

# Overcoming Resistance to Medical Artificial Intelligence

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Cite as:

Wagner Rafael, Costa Pinto Diego , Dhillon Gurpreet, Pacheco Natália, Herter Marcia (2023), Overcoming Resistance to Medical Artificial Intelligence. *Proceedings of the European Marketing Academy*, 52nd, (112709)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



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## **Abstract**

Recent research suggests that people tend to distrust medical recommendations provided by Artificial Intelligence (AI) compared to human providers. Drawing upon the embodied cognition theory, we add to the literature by revealing that embedding AI into wearable devices can help to overcome such aversion towards medical AI. In a series of studies, we show that perceived ability towards the provider underlies patients' intentions to follow medical AI recommendations. Furthermore, we indicate key moderators that can help overcome medical AI aversion. Implications for theory and practice are discussed contributing to the growing role of AI in medical services and the embodied cognition with the use of artificial agents.

**Subject Areas:** *Consumer Behaviour, Information Systems, Marketing Strategy, Recommendation Systems*

**Track:** Consumer Behaviour