

Communication Modality in AI vs. Human Interactions

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Abstract

This research proposes that communication modality (text vs. voice) is a central factor in how consumers process and perceive Artificial Intelligence (AI) and human firm agents and the brands or companies they represent. We hypothesize and will empirically test whether consumers have more positive attitudes and intentions towards a human agent than an AI agent when interacting via voice, but not when it comes to text (where AI may often be preferred). This relationship will be shaped by how modality impacts the perceptual dimensions on which the agent is assessed. We will show that modality-driven variation in human versus AI agent preferences have important substantive consequences, namely, for willingness to disclose personal information to the firm.

Keywords: *Chatbots; Credibility perceptions; Information disclosure*

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