

# "Hot from the Press!": Crash Coverage as a Psychological Barrier to Autonomous Vehicle Adoption

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## **Abstract**

Autonomous vehicles (AV) are one of the most highly anticipated technological advancements of our time, with potentially wide-ranging social implications in terms of driver/passenger safety, equity and environmental aspects. However, most consumers feel reluctant towards the adoption of AV. To analyze user acceptance of AV, we need to understand the related psychological and cognitive factors. This study contributes to the existing literature in psychology, marketing, consumer behavior and AV technology acceptance by providing new insights on psychological concepts affecting the decision making of using AV. We realize a scenario based experimental survey with 413 respondents with the factors a) media coverage of the gravity of the accident (low vs high), and b) level of autonomy of the AV (low vs high). Trust into AV influences positively hedonism which in turn affects positively behavioral intentions to use AV.

**Keywords:** *autonomous vehicles; technology trust; media coverage*

**Track:** Innovation Management & New Product Development