

Relationship between different types of AI anthropomorphism and their impact on AI's friendliness and trust

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Abstract

Abstract: AI anthropomorphism is a much-debated topic as several researches have reported divergent results. On one hand, anthropomorphic features should enhance AI's friendliness and acceptance. On the other hand, a too high degree of anthropomorphism can increase a feeling of fear leading to the rejection of AI. Our research aims to explain these divergent results, by analyzing the relation of the different components of AI anthropomorphism and their impact on AI's friendliness and trust. Based on structural equation modelling we prove that AI's human-like physical appearance enhances the cognitive anthropomorphism of AI (mind-attribution), but does not directly affect neither emotional anthropomorphism (ability to connect), nor friendliness or trust. AI's cognitive anthropomorphism impacts both emotional anthropomorphism and friendliness, but not trust. AI's emotional anthropomorphism mediates the relation between cognitive anthropomorphism and friendliness and impacts trust.

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