

# The impact of clarity, moderation in General Conditions of Use (GCU) , and emotional reactance on AI adoption

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## **Abstract**

The field of artificial intelligence (AI) has been a key area of interest to academics for a considerable period of time. Nevertheless, there is a paucity of research examining the impact of the General Conditions of Use (GCU) on the adoption of such technologies. This study examines the influence of clarity and moderation in GCU on emotional reactance and the intention to adopt generative AI tools. The study employs an experimental design, whereby participants are exposed to favorable and unfavorable GCU scenarios, and their emotional responses and intention to adopt AI tools are subsequently measured. The results show that clarity and moderation in GCU have a significant effect on emotional reactance. It can therefore be suggested that AI developers should prioritize transparency and ethical moderation in order to mitigate user resistance and enhance AI adoption.

Key words: Artificial intelligence; General Conditions of Use (GCU); AI adoption.

*Track : Social Responsibility & Ethics*