

Algorithm Aversion is Motivated: Symmetrical Partisan Bias in the Acceptance of Algorithmic Policy Advisors

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Cite as:

Cornil Yann, Claudy Marius, Calderon Urbina Susan (2025), Algorithm Aversion is Motivated: Symmetrical Partisan Bias in the Acceptance of Algorithmic Policy Advisors. *Proceedings of the European Marketing Academy*, 54th, (125323)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



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ABSTRACT (1000 characters maximum)

We examine the influence of political orientation on attitudes toward Artificial Intelligence in policy-making. Liberals (vs. conservatives) are not necessarily more or less favourable to AI: They assess the desirability of AI based on whether it could disrupt a political status quo that aligns—or conflicts—with their beliefs. Specifically, liberals show higher acceptance of AI in policy-making, and also find AI more impartial, when the policy in question is conservative- (vs liberal-) leaning. Symmetrically, conservatives show higher acceptance of AI, and find it more impartial, when the policy is liberal- (vs. conservative-) leaning. These findings seem specific to AI, and do not generalize to any other policy advising entities. We contribute to past research by explaining past inconsistent findings on political orientation and algorithm aversion based on motivated reasoning, and by providing further evidence for the “symmetrical partisan bias” hypothesis in political psychology.

Keywords: Algorithm aversion, motivated reasoning, political orientation

Track: *Consumer Behaviour*