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The Acceptability of AI at Work: Predicting the Intention to Use relying on UTAUT

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Abstract

Thanks to research breakthroughs, Artificial Intelligence (AI) has gained popularity in recent years. Nevertheless, its acceptability by general public is a poorly researched subject. The unified theory of acceptance and use of technology (UTAUT), a popular model to evaluate acceptability, is generally used for technological products. The purpose of this study is to ensure that UTAUT is an appropriated model to evaluate AI acceptability. In this paper, 705 participants were invited to evaluate the acceptability of tools that integrate AI at work in 2030. Relying on UTAUT, performance expectancy, effort expectancy, social influence, facilitating conditions, and intention to use were evaluated. Structural modeling suggests a significant influence of performance expectancy, social influence and facilitating conditions on intention to use AI (explained variance of 81%). This research paves the way for prospective research on the overall acceptability of AI.