Marketing Colloquia
2021 Fall

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HUMAN-AI INTERACTION & CONSIDERATIONS FOR DECISION-MAKING

ABSTRACT: Human decisions are increasingly mediated by technology, as we navigate input from artificially-intelligent recommendation systems and outsource cognitive load to algorithms. This talk, based on research with my colleague Heather Yang, will present a series of studies that explore the research question: when seeking advice, what factors affect people's consideration of algorithmic (versus human) input? Recent research has identified two phenomena: algorithmic appreciation (a tendency toward algorithmic input) and algorithmic aversion (a tendency toward human input), focusing on aspects of the technology or the task to explain outcomes. Building upon this, our research explores an individual-level attribute, cognitive style, as measured by the Cognitive Reflection Test. Experiments in a variety of decision domains – financial, health, employment-- suggest that cognitive style (intuitive or deliberative), is a predictor of algorithmic appreciation or aversion. Implications for cognitive bias are discussed.

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