MAN, MACHINE, OR SOMETHING IN BETWEEN?

How Emotions and Advisor Identity Shape Our Use of AI Advice

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The AI Revolution

- ChatGPT boasts 400 million weekly active users

- AI has demonstrated exponential growth and improvement

- True AGI may be coming within a couple years

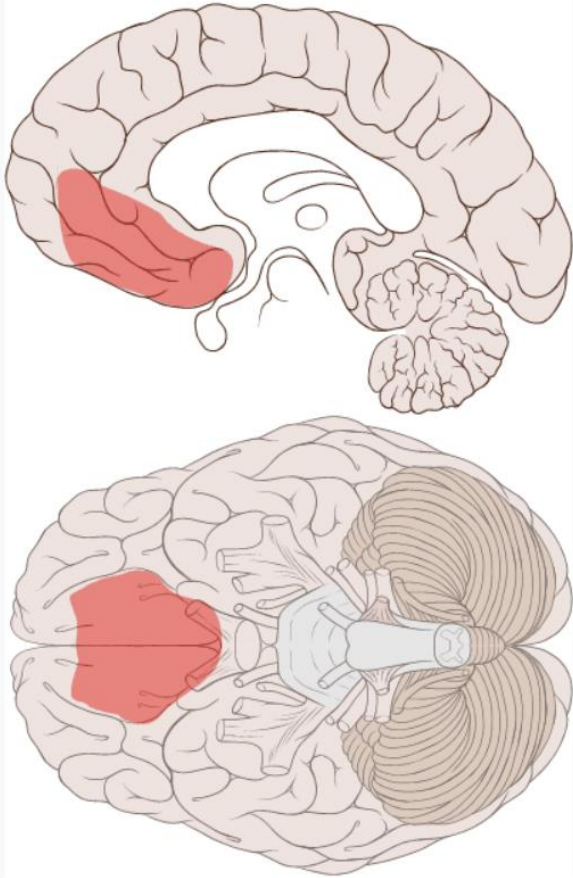# Why Care About AI Advice?

AI is everywhere—from Spotify to surgery.

But people still don't trust AI—even when it performs better than humans
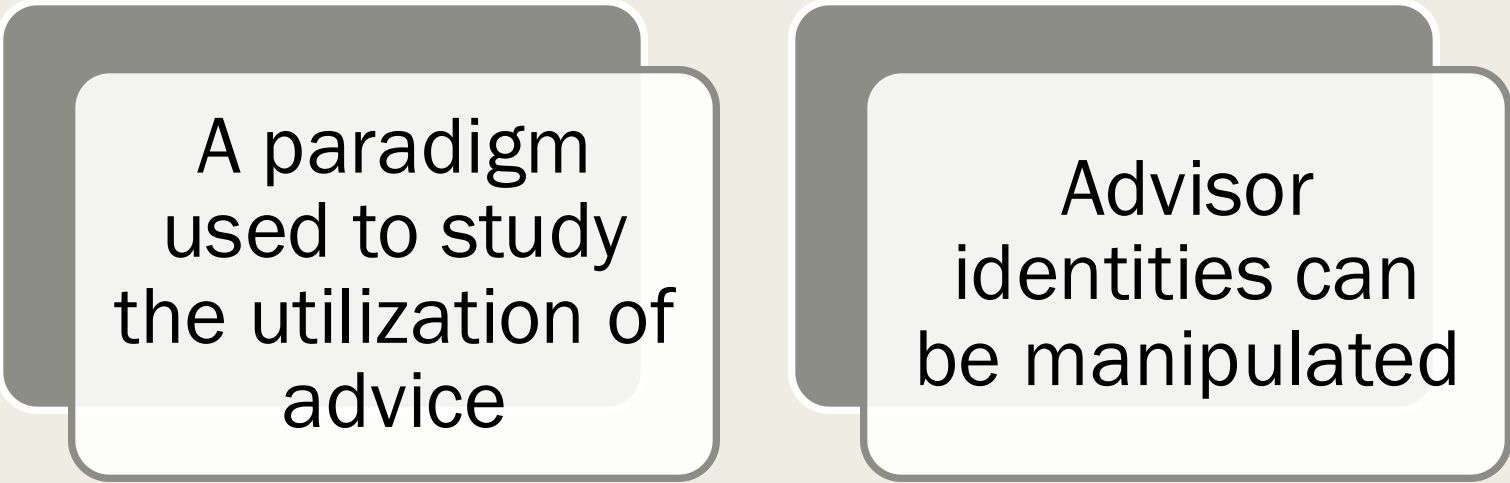
This is called algorithm aversion.

Receiving advice in the brain

Ventromedial prefrontal cortex

- **Advice-taking** from both humans and AI involves **mentalizing networks**—used to understand others' thoughts and intentions.

- **Key Brain Regions:**

    - *Ventromedial Prefrontal Cortex (vmPFC) , Precuneus, Temporoparietal Junction (TPJ)*

The Judge Advisor System

A paradigm used to study the utilization of advice

Advisor identities can be manipulated

Enter the Advisors

Human

Unnamed AI

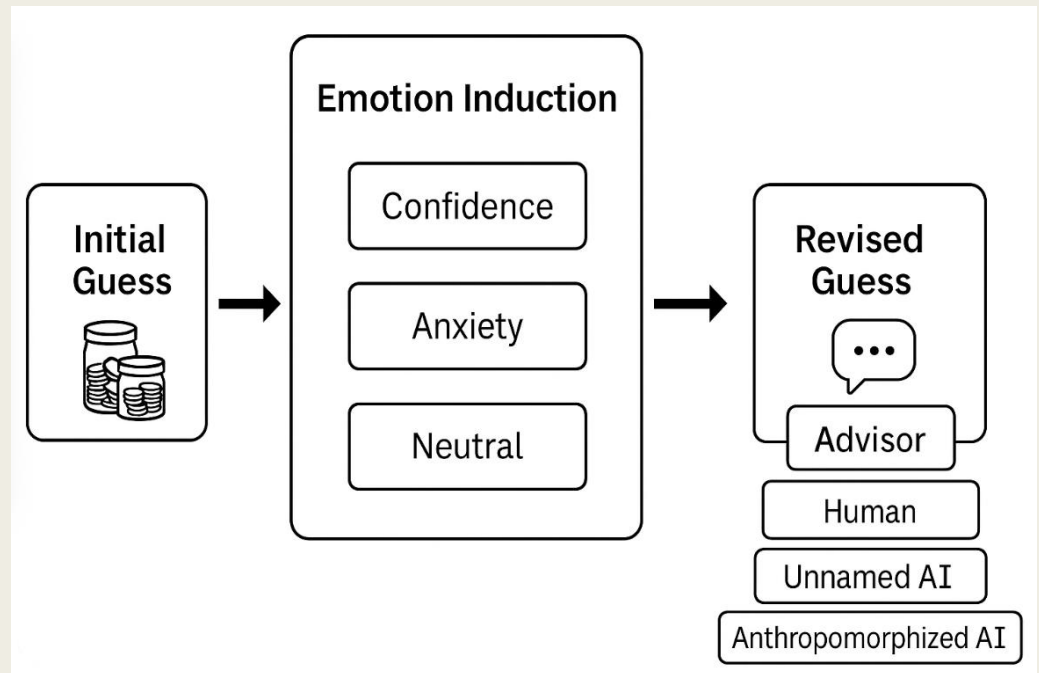**Anthropomorphized AI ("Sam" the cartoon owl)**

Inducing Emotions

Participants were assigned to one of three emotional groups

- *Anxiety*
- *Neutral*
- *Confidence*

A Tale of Jars and Judgments

■ Participants guessed how much money was in jars of coins.

Procedure

Coin Estimation Task (Part 1).

Detailed Recall Task
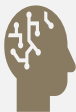
Self-confidence Measurements

Receive Advice

Coin Estimation Task (Part 2)

Quality Of Advice

Attitudes Towards AI

WHO DID THEY LISTEN TO?

We used Weight of Advice (WOA): how much people changed their answer toward the advice.

$$WOA = \frac{|\text{final estimate} - \text{initial estimate}|}{|\text{advice} - \text{initial estimate}|}$$

Sam the Owl Wins

- People listened more to anthropomorphized AI than to humans.

- Emotions didn't change advice usage much.

- People trusted "Sam" more than humans

Effect of advisor condition and location on weight of advice
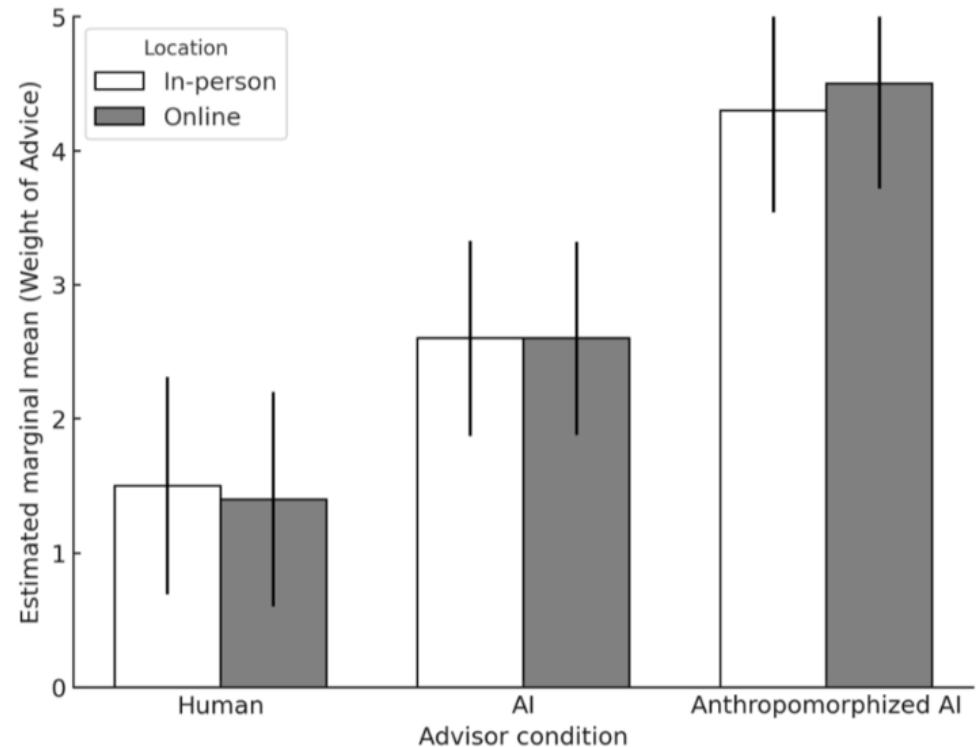
Making AI More Human Might Work

- Framing AI with names and faces builds trust.

- Emotions may matter less than we thought—or need stronger triggers.

- Designers should think socially, not just technically.

What's Next?

| Improve	Improve emotion induction (e.g., guided meditations or videos).
Test	Test with real-life stakes.
Explore	Explore when anthropomorphism becomes creepy (uncanny valley).

Man, Machine, or Something in Between?

■ Maya Angelou "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel"

■ AI utilization will only improve if people have a positive relationship with it

■ Trust in AI might depend on how "human" it seems.
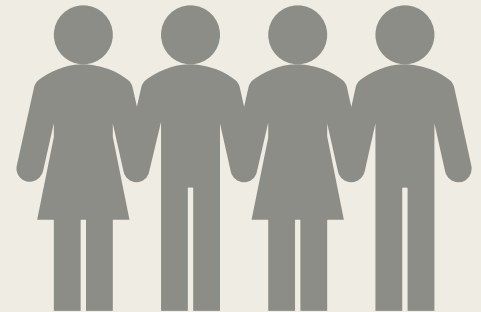
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