Group 6

Final Presentation

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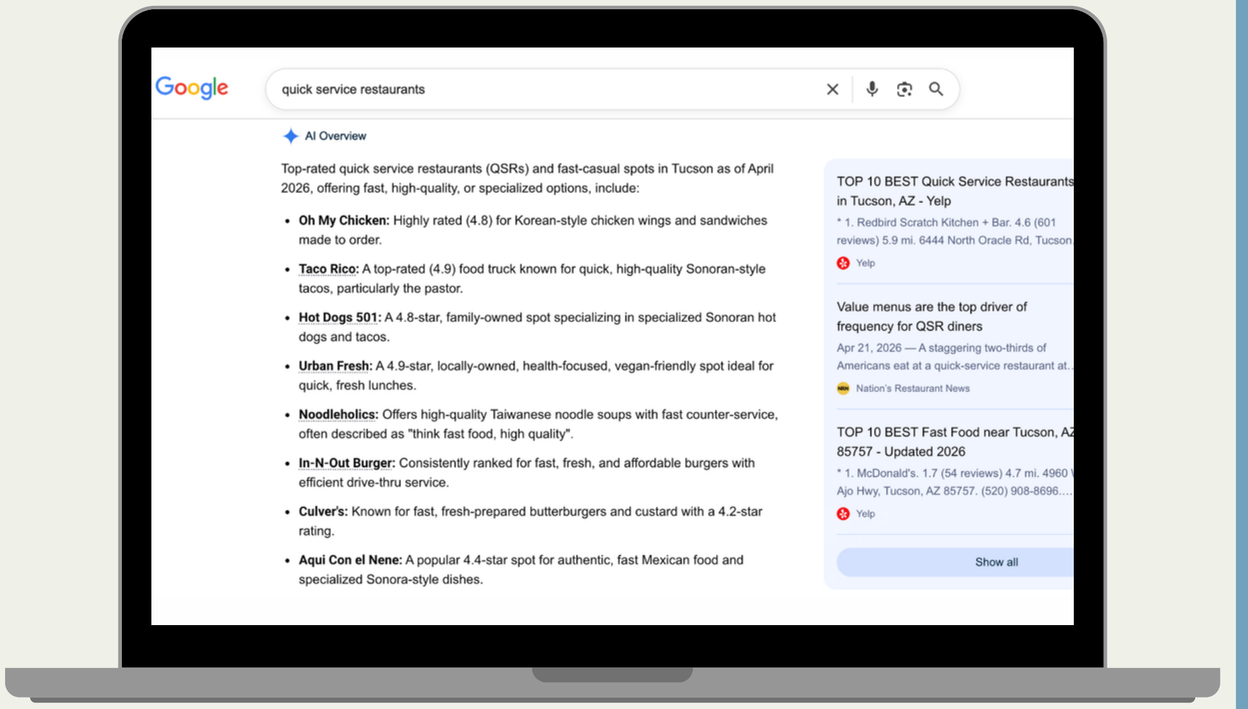
Hypothesis #3

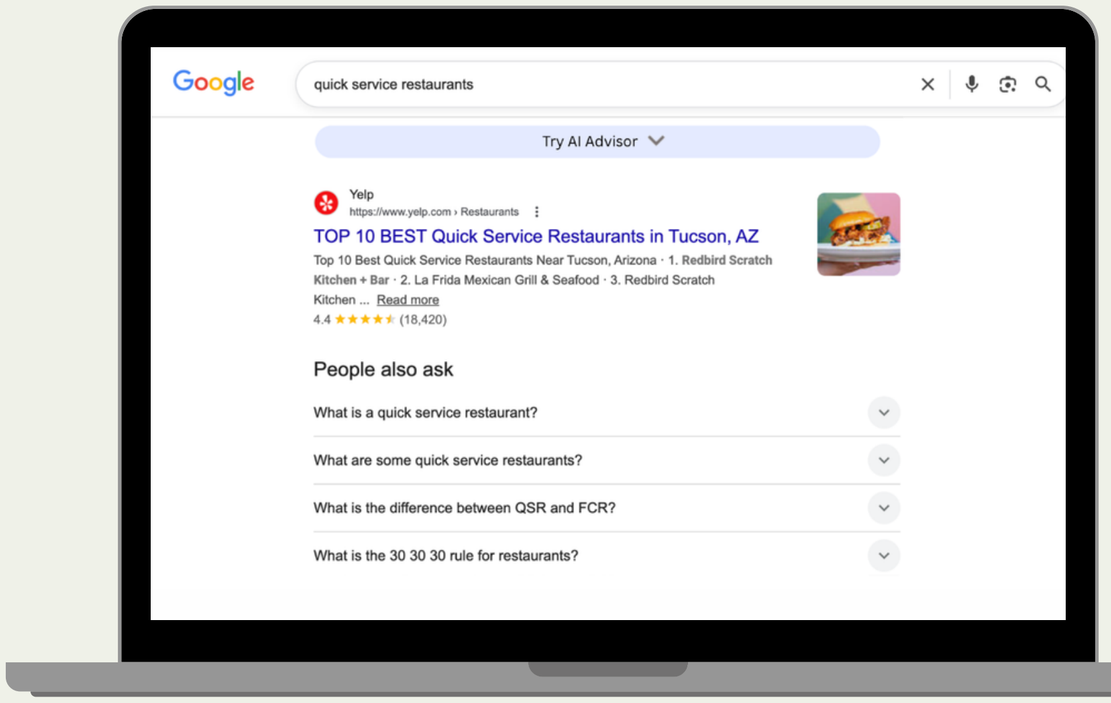
Making the AI integration module optional (e.g., collapsed by default with a “Try AI Advisor” button) will yield higher trust than when it is forced (e.g., expanded by default).

Study Design

Baseline Variable



Treatment Variable



Results - Total

- Cronbach's Alpha: 0.78
  - Acceptable reliability
- Average Age
  - 42 years old
- Averages (out of 7)
  - AI Present: 3.93
  - AI Optional: 3.76
- p = 0.489 > 0.05
  - Not significant
- Cohen's d = .14
  - Small effect

T-Test

Group Statistics

	AI	N	Mean	Std. Deviation	Std. Error Mean
TrustAVG	AI Present	49	3.9337	1.10252	.15750
	AI Optional	49	3.7602	1.35493	.19356

Independent Samples Test

		t-test for Equality of Means							
				Significance				95% Confidence Interval of the Difference	
		t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
TrustAVG	Equal variances assumed	.695	96	.244	.489	.17347	.24955	-.32188	.66881
	Equal variances not assumed	.695	92.191	.244	.489	.17347	.24955	-.32214	.66908

Independent Samples Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval	
				Lower	Upper
TrustAVG	Cohen's d	1.23519	.140	-.256	.537
	Hedges' correction	1.24495	.139	-.254	.532
	Glass's delta	1.35493	.128	-.269	.524

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

Interesting Quotes

“This tool gave a somewhat descriptive list of food options. However, the font and overall aesthetic of the response did not feel convincing” - Male, AI Present

“This looks like a VERY typical result. Like there is nothing special about it at all, it is the type of thing to pop up when you Google what food is near you. I wouldn't trust it.” - Female, AI Optional

“I don't like how the first page is just all AI instead of actual results, and the results are like a side thought.” - Female, AI Present

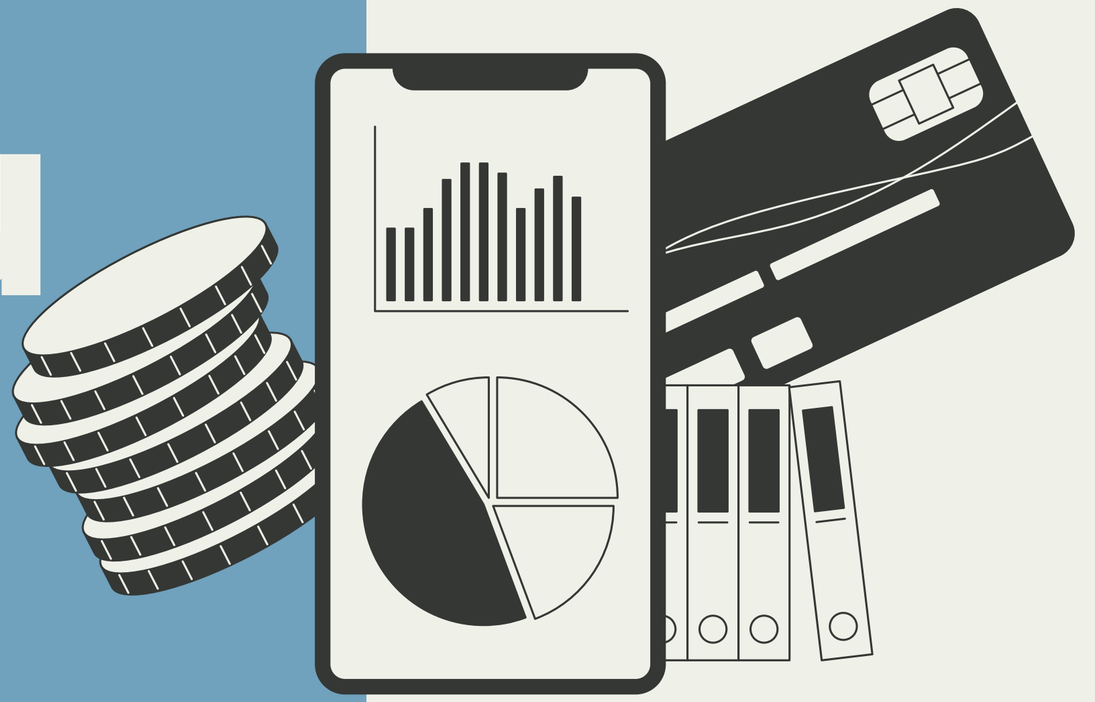
“In general, I do not trust AI systems to make any critical decisions for me. I use AI to brainstorm, but I make sure I always have the last word.” - Female, AI Optional

“I dont trust the search.” - Male, AI Optional

Insights + Recommendations

- No significant difference in trust between AI-present and AI-optional conditions, with only a very small, non-meaningful trend favoring AI presence
- Trust is more influenced by perceived accuracy, transparency, and user control than by whether AI is visibly present
- What to improve in future studies:
  - Strengthen the manipulation by making AI vs. non-AI conditions more distinct (e.g., explanations and ranking logic vs. simple lists)
  - Increase realism of the task with higher-stakes decisions (buying a car)
  - Measure actual behavior (choices/clicks) in addition to self-reported trust
  - Do a comparison of their current search habits and what would make them trust the search more
  - Increase sample size

Thank You Questions



Thank you for your attention

Appendix

Reliability - All Data

Scale: Trust

Case Processing Summary

		N	%
Cases	Valid	98	97.0
	Excluded[a]	3	3.0
	Total	101	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.784	4

Item Statistics

	Mean	Std. Deviation	N
I trust this tool.	4.6633	1.29188	98
I would be willing to let this tool have complete control over my future restaurant choices.	3.0204	1.63707	98
I would be comfortable giving this tool a task or problem, which was critical to me, even if I could not monitor the its actions.	3.6837	1.69046	98
Trust4rc	4.0204	1.67443	98

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I trust this tool.	10.7245	15.501	.699	.693
I would be willing to let this tool have complete control over my future restaurant choices.	12.3673	14.214	.598	.726
I would be comfortable giving this tool a task or problem, which was critical to me, even if I could not monitor the its actions.	11.7041	12.850	.707	.665
Trust4rc	11.3673	16.008	.408	.825

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.3878	24.281	4.92758	4

T-Test - All Data

T-Test

Group Statistics

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Independent Samples Effect Sizes

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Frequency- All Data

Frequency Table

What is your sex?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	52	51.5	53.1	53.1
	Female	44	43.6	44.9	98.0
	Prefer not to say	2	2.0	2.0	100.0
	Total	98	97.0	100.0	
Missing	System	3	3.0		
Total		101	100.0		

What is your age (in years)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20.00	2	2.0	2.0	2.0
	22.00	1	1.0	1.0	3.1
	23.00	1	1.0	1.0	4.1
	24.00	2	2.0	2.0	6.1
	25.00	4	4.0	4.1	10.2
	26.00	4	4.0	4.1	14.3
	27.00	4	4.0	4.1	18.4
	28.00	2	2.0	2.0	20.4
	29.00	2	2.0	2.0	22.4
	30.00	1	1.0	1.0	23.5
	31.00	4	4.0	4.1	27.6
	32.00	3	3.0	3.1	30.6
	33.00	1	1.0	1.0	31.6
	34.00	2	2.0	2.0	33.7
	36.00	3	3.0	3.1	36.7
	37.00	4	4.0	4.1	40.8
	38.00	2	2.0	2.0	42.9
	39.00	3	3.0	3.1	45.9
	40.00	5	5.0	5.1	51.0
	41.00	1	1.0	1.0	52.0
	42.00	3	3.0	3.1	55.1
	43.00	4	4.0	4.1	59.2
	44.00	1	1.0	1.0	60.2
	45.00	1	1.0	1.0	61.2
	46.00	1	1.0	1.0	62.2
	47.00	1	1.0	1.0	63.3
	48.00	3	3.0	3.1	66.3
	49.00	3	3.0	3.1	69.4
	50.00	4	4.0	4.1	73.5
	51.00	2	2.0	2.0	75.5
	53.00	1	1.0	1.0	76.5
	54.00	2	2.0	2.0	78.6
	55.00	1	1.0	1.0	79.6
	56.00	5	5.0	5.1	84.7
	57.00	1	1.0	1.0	85.7
	58.00	1	1.0	1.0	86.7
	59.00	1	1.0	1.0	87.8
	60.00	1	1.0	1.0	88.8
	61.00	1	1.0	1.0	89.8
	63.00	2	2.0	2.0	91.8
	65.00	1	1.0	1.0	92.9
	66.00	2	2.0	2.0	94.9
	67.00	2	2.0	2.0	96.9
	70.00	1	1.0	1.0	98.0
	75.00	1	1.0	1.0	99.0
	78.00	1	1.0	1.0	100.0
	Total	98	97.0	100.0	
Missing	System	3	3.0		
Total		101	100.0		

T-Test- Female only

Group Statistics

	AI	N	Mean	Std. Deviation	Std. Error Mean
TrustAVG	AI Present	21	3.9762	1.15354	.25172
	AI Optional	23	3.8478	1.39752	.29140

Independent Samples Test

		t-test for Equality of Means							
				Significance				95% Confidence Interval of the Difference	
		t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
TrustAVG	Equal variances assumed	.330	42	.371	.743	.12836	.38848	-.65563	.91235
	Equal variances not assumed	.333	41.602	.370	.741	.12836	.38507	-.64896	.90569

Independent Samples Effect Sizes

				95% Confidence Interval	
		Standardizer[a]	Point Estimate	Lower	Upper
TrustAVG	Cohen's d	1.28712	.100	-.493	.691
	Hedges' correction	1.31069	.098	-.484	.679
	Glass's delta	1.39752	.092	-.501	.683

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

T-Test- Male only

Group Statistics

	AI	N	Mean	Std. Deviation	Std. Error Mean
TrustAVG	AI Present	27	3.8704	1.09054	.20987
	AI Optional	25	3.7400	1.33362	.26672

Independent Samples Test

		t-test for Equality of Means							
				Significance				95% Confidence Interval of the Difference	
		t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
TrustAVG	Equal variances assumed	.387	50	.350	.700	.13037	.33676	-.54603	.80678
	Equal variances not assumed	.384	46.474	.351	.703	.13037	.33940	-.55261	.81335

Independent Samples Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval	
				Lower	Upper
TrustAVG	Cohen's d	1.21331	.107	-.437	.651
	Hedges' correction	1.23190	.106	-.431	.641
	Glass's delta	1.33362	.098	-.448	.641

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control (i.e., the second) group.