Does Political Orientation Affect the Evaluation of Artificial Intelligence?

Haejoo Han

Visiting Researcher

Center for Marketing Research, Seoul National University

Seoul, Korea

Phone: 82-2-880-2540

Email: haejoohan@snu.ac.kr

Sujin Park

Master’s Student

SNU Business School, Seoul National University

Seoul, Korea

Phone: 82-2-880-2540

Email: sujinp819@snu.ac.kr

Kyoungmi Lee[[1]](#footnote-1)\*

Professor of Marketing

SNU Business School, Seoul National University

Seoul, Korea

Phone: 82-2-880-2540

Email: koyungmi@snu.ac.kr

Phone: 82-2-880-2540

**Does Political Orientation Affect the Evaluation of Artificial Intelligence?**

**Abstract**

In this study, we propose that political orientation is related to the evaluation of artificial intelligence. Using AI-based medical and legal service providers, we find that the more politically conservative consumers are, the more likely they are to have a lower evaluation of AI-based professional services. Furthermore, we find that the relationship between political conservatism and the evaluation of AI-based services is driven by the extent of the perceived threat that AI poses to human uniqueness. Other potential underlying factors such as the heightened need for control, gender, socioeconomic status, or technology familiarity do not explain this effect.

Keywords: political orientation, artificial intelligence (AI), identity threat, human uniqueness

1. \* Corresponding author

\*\* This work was supported by the Ministry of Education of the Republic of Korea, the National Research Foundation of Korea (NRF-S1A5A2A01038705), and the Institute of Management Research at Seoul National University. [↑](#footnote-ref-1)