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Undergraduate Research Program

Project Name	Consumer bias toward evaluations received by artificial intelligence: The mediation effect of AI anxiety
Campus & Location in Mexico	Monterrey
Faculty	Business
Research Area	Conscious Consumer Behavior and Marketing
Research Responsible	Alberto López Hernández
Description of the Project	Will consumers rely on Artificial Intelligence products that evaluate them? New consumer products offer AI evaluations. However, previous research has never investigated how consumers feel about being evaluated by AI instead of by a human. Furthermore, why do consumers experience being evaluated by an AI algorithm or by a human differently? This research aims to offer answers to these questions. Originality: To the best of the authors' knowledge, no previous research has investigated how consumers feel about being evaluated by AI instead of by a human being. This consumer bias toward AI evaluations is a phenomenon previously overlooked in the marketing literature with many implications for the development and adoption of new AI products, as well as theoretical contributions to the nascent literature on consumer experience and artificial intelligence.
Training Provided	Academic manuscript development;Design of experiments;Statistical data analysis
Modality	In Person
Offered During	Semester

Student

Tasks/Responsibilities	experimental design, fieldwork, data analysis
Required Language Proficiency	English (Advanced)

Required Skills and Abilities	analytical reasoning and basic understanding of psychological processes
Other Documents Required to APPLY for an Internship	1) Being at least in your 2nd year of bachelor 2) Accumulative grade point average (GPA) 2.5 3) Official Transcript 4) 2 letters of recommendation of faculty members 5) Resume 6) Letter of intention explaining the reason why you would like to participate in the research program