

Association for Information Systems

AIS Electronic Library (AISeL)

DIGIT 2018 Proceedings

Diffusion Interest Group In Information
Technology

12-13-2018

Trusting Automated Consumer Dialog Systems: An Empirical Study

Sven Laumer

Friedrich-Alexander Universität, sven.laumer@fau.de

Christian Maier

University of Bamberg, christian.maier@uni-bamberg.de

Tim Weitzel

University of Bamberg, tim.weitzel@uni-bamberg.de

Follow this and additional works at: <https://aisel.aisnet.org/digit2018>

Recommended Citation

Laumer, Sven; Maier, Christian; and Weitzel, Tim, "Trusting Automated Consumer Dialog Systems: An Empirical Study" (2018). *DIGIT 2018 Proceedings*. 10.

<https://aisel.aisnet.org/digit2018/10>

This material is brought to you by the Diffusion Interest Group In Information Technology at AIS Electronic Library (AISeL). It has been accepted for inclusion in DIGIT 2018 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

Trusting Automated Consumer Dialog Systems: An Empirical Study

Completed Research Paper

Sven Laumer

Friedrich-Alexander Universität
Erlangen-Nürnberg, Germany
sven.laumer@fau.de

Christian Maier

University of Bamberg, Germany
christian.maier@uni-bamberg.de

Tim Weitzel

University of Bamberg, Germany
tim.weitzel@uni-bamberg.de

Abstract

Automated dialog systems are deployed as a combination of an interface-provider (e.g. Facebook Messenger), a specific algorithm provider, that reflects the actual value of the system, and a data source provider (e.g. LinkedIn). In this paper, we reflect the involvement of different institutions in deploying an automated dialog systems as a new form of interaction between organizations and its consumers. We argue that trust is an important determinant and that when people start distrusting one of the different providers of such a system they might lose their trust into the entire system. For example, when people lost trust into Facebook because of the Cambridge Analytical case they might stop using an automated consumer dialog system simply because they do not rely on the Facebook Messenger anymore. Therefore, we provide a zoom-in into the institutional-trust dimension and argue that it is appropriate to split the dimension into at least three different measures for institutional trust to reflect the interface-, algorithm-, and data-provider of an automated dialog system. Our empirical study reported focusing on an automated dialog system in the recruiting context (N=193) supports these arguments. Therefore, the paper provides a trust measure for automated dialog systems that reflects the specific architecture of these online services.

Keywords: Trust, chatbots, automated dialog systems, institution-based trust, survey-research