Attitudes towards Artificial Intelligence (ATTARI-12)

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Instruction: In the following, we are interested in your attitudes towards artificial intelligence (AI). AI can execute tasks that typically require human intelligence. It enables machines to sense, act, learn, and adapt in an autonomous, human-like way. AI may be part of a computer or online platform—but it can also be encountered in various other hardware devices such as robots.

List of items:

Item No.	Wording	Facet	Valence
1	*AI* will make this world a better place.	cognitive	+
2	I have strong negative emotions about *AI.*	affective	–
3	I want to use technologies that rely on *AI.*	behavioral	+
4	*AI* has more disadvantages than advantages.	cognitive	–
5	I look forward to future *AI* developments.	affective	+
6	*AI* offers solutions to many world problems.	cognitive	+
7	I prefer technologies that do not feature *AI*.	behavioral	–
8	I am afraid of *AI*.	affective	–
9	I would rather choose a technology with *AI* than one without it.	behavioral	+
10	*AI* creates problems rather than solving them.	cognitive	–
11	When I think about *AI*, I have mostly positive feelings.	affective	+
12	I would rather avoid technologies that are based on *AI*.	behavioral	–

Scoring manual: The ATTARI-12 is usually presented with a five-point answering scale (1 = strongly disagree; 5 = strongly agree). To obtain the final attitude score, first recode all negatively valenced items (no. 2, 4, 7, 8, 10, 12), before averaging all twelve items into a single index. Additionally, three subscores can be calculated for the cognitive, affective, and behavioral component of people's attitudes towards artificial intelligence.