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The Role of Social Value Orientation and Offer Fairness in Accepting Offers from AI

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Abstract

As AI is increasingly deployed to interact with customers, it is important to understand why people differ in their preference to accept offers from AI. This study examines to what extent people’s social value orientation (prosocial vs. prosel) shapes their reaction to an unfair offer from AI vs. Humans. I conducted an online experiment in which people received an unfair offer from either AI or humans. We measured people’s social value orientation and varied the fairness level of the offer. The results showed that prosocials are more likely to receive slightly unfair offers from humans’ than AI’s but tend to reject humans more than AI when the offer is highly unfair. In contrast, prosel selfs consistently reject highly unfair offers regardless of the source. This suggests that prosocials are more likely to extend the benefit of the doubt to humans than AIs for slightly unfair offers but are more inclined to punish humans than AIs for highly unfair offers. These findings demonstrate that researchers and practitioners should consider people’s social value orientation while studying and designing AI that interacts with customers.

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