

## Now we're talking

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Propositions accompanying the doctoral dissertation

**Now we're talking: The impact of artificial intelligence drivers on consumer evaluations and behavior with voice assistants**

by Timna Laureen Maurer (née Bressgott)

1. When firms adjust their voice assistants' observable characteristics, they send signals related to "how artificial" or "how intelligent" voice assistants are perceived to be by consumers, which, in turn, likely influences relevant marketing outcomes. – This dissertation
2. Evaluations of any artificial intelligence technology should consider factors relating to consumers' perceptions of the artificial aspects of the technology, as well as factors pertaining to their perceptions of the intelligence aspects of the technology. – This dissertation
3. Artificial intelligence is likely not static, in that AI signals vary in their strength over time and consumers' receptivity to signals can change due to their motivation or ability to interpret the signals. – This dissertation
4. Different consumer characteristics may affect consumers' signal receptivity of intelligence and artificiality signals of AI enabled voice assistants. – This dissertation
5. Given the accelerating pace of AI developments in general and the increasing intertwining with consumers' daily life, there is a strong need for researchers, practitioners, and policymakers to (1) examine AI usage in terms of ethics and consumer's privacy and to (2) define guidelines and best practices. – This dissertation
6. Meanwhile AI may make better decisions than people and steal our jobs, but computers and algorithms cannot frame. AI is brilliant at answering what it is asked; framers pose questions never before voiced. Computers work only in a world that exists; humans live in ones they imagine through framing. – Cukier et al. 2021, p.17 in "Framers: Human Advantage in an Age of Technology and Turmoil"
7. The kids today won't understand that there was a world where you couldn't talk to things. – Ava Mutchler, CEO of Voicebot.AI
8. Logic will get you from A to Z. Imagination will get you everywhere. – Albert Einstein
9. Stay curious!