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Proceedings of the Annual Meeting of the Cognitive Science Society

Title
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Journal
Proceedings of the Annual Meeting of the Cognitive Science Society, 45(45)

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Publication Date
2023

Peer reviewed

User's acceptance of an AI-based software to promote attention control

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Abstract

Advanced digitization and related information overload foster the prevalence of disruptive stimuli that constantly challenge people in learning and working contexts. The high variety of potential distractions increasingly reduces attention and subsequently minimizes capacities for productive study and work habits. Addressing this challenge, intelligent training software can leverage metacognitive feedback to support people with resisting situational temptations and keeping focused on meaningful tasks. While pilot studies indicate benefits to strengthen attention control skills, they also show hesitation towards using such software at all. Hence, the present study investigates users' acceptance towards an AI-based software to promote attention control in more detail. A sample of 71 volunteers completed a survey based on the Unified Theory of Acceptance and Use of Technology (UTAUT) to identify factors determining people's willingness to use the software. Results indicate that performance expectancy is an important predictor to consider when introducing the software to potential target groups.