



The effect of anthropomorphism on investment decision-making with robo-advisor chatbots

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This, 24 items, scale evaluates the effect of anthropomorphism on **investment decision-making** with robo-advisor chatbots. It covers :

- Anthropomorphism
- Social presence
- Trusting beliefs
- Disposition to trust in technology

You can replace the term [robo-advisor chatbots] by your own system and the term [financial advise] by the type of advice the system gives you.

Reference: Morana, S., Gnewuch, U., Jung, D., & Granig, C. (2020). The Effect of Anthropomorphism on Investment Decision-Making with Robo-Advisor Chatbots. In *ECIS*.

https://www.researchgate.net/profile/Stefan-Morana/publication/341277570_The_Effect_of_Anthropomorphism_on_Investment_Decision-Making_with_Robo-Advisor_Chatbots/links/5eb7c5ba4585152169c14505/The-Effect-of-Anthropomorphism-on-Investment-Decision-Making-with-Robo-Advisor-Chatbots.pdf

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1. The [robo-advisory chatbot] has intentions.

Matrice Likert

Strongly disagree Strongly agree

2. The [robo-advisory chatbot] has emotion.

Matrice Likert

Strongly disagree Strongly agree

3. The [robo-advisory chatbot] has a free will.

Matrice Likert

Strongly disagree Strongly agree

4. The [robo-advisory chatbot] has consciousness.

Matrice Likert

Strongly disagree Strongly agree

5. The [robo-advisory chatbot] has a mind of its own.

Matrice Likert

Strongly disagree Strongly agree

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6. There is a sense of human contact in the [robo-advisory chatbot]. Matrice Likert
- Strongly disagree Strongly agree
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7. There is a sense of personalness in the [robo-advisory chatbot]. Matrice Likert
- Strongly disagree Strongly agree
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8. There is a sense of sociability in the [robo-advisory chatbot]. Matrice Likert
- Strongly disagree Strongly agree
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9. There is a sense of human warmth in the [robo-advisory chatbot]. Matrice Likert
- Strongly disagree Strongly agree
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10. There is a sense of human sensitivity in the [robo-advisory chatbot]. Matrice Likert
- Strongly disagree Strongly agree
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11. I believe that the [robo-advisory chatbot] would act in my best interest. Matrice Likert
- Strongly disagree Strongly agree
-
12. If I required help, the [robo-advisory chatbot] would do its best to help me. Matrice Likert
- Strongly disagree Strongly agree
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13. The [robo-advisory chatbot] is interested in my well-being, not just its own. Matrice Likert
- Strongly disagree Strongly agree
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14. The [robo-advisory chatbot] is truthful in its dealings with me. Matrice Likert
- Strongly disagree Strongly agree
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15. I would characterize the [robo-advisory chatbot] as honest. Matrice Likert
- Strongly disagree Strongly agree
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16. The [robo-advisory chatbot] would keep its commitments. Matrice Likert
- Strongly disagree Strongly agree
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17. The [robo-advisory chatbot] is sincere and genuine. Matrice Likert
- Strongly disagree Strongly agree
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18. The [robo-advisory chatbot] is competent and effective in providing [financial advice]. Matrice Likert
- Strongly disagree Strongly agree
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19. The [robo-advisory chatbot] performs its role of giving [financial advice] very well.

Matrice Likert

Strongly disagree

Strongly agree

20. Overall, the [robo-advisory chatbot] is a capable and proficient [financial advice] provider.

Matrice Likert

Strongly disagree

Strongly agree

21. In general, the [robo-advisory chatbot] is very knowledgeable about [finance].

Matrice Likert

Strongly disagree

Strongly agree

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22. My typical approach is to trust new IT until they prove to me that I shouldn't trust them.

Matrice Likert

Strongly disagree

Strongly agree

23. I usually trust in information technology until it gives me a reason not to.

Matrice Likert

Strongly disagree

Strongly agree

24. I generally give an information technology the benefit of the doubt when I first use it.

Matrice Likert

Strongly disagree

Strongly agree