

Reflection of Its Creators: Qualitative Analysis of General Public and Expert Perceptions of Artificial Intelligence

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Appendix

Interview Protocol

The interview protocol was used to guide semi-structured interviews. Questions were not always presented in this order since pertinent topics often arose earlier in the interview. For instance, if a participant talked about AI's strengths, the interviewer would not necessarily ask, "What do you think AI does well?" later in the interview.

The only difference between GP and E interview protocols was an initial question where Es were asked about their organization and how their work relates to AI.

1. When you hear Artificial Intelligence, or AI, what do you think of?
2. What do you think AI is used for today?
 - a. What do you think AI does well?
 - b. What does it NOT do well?
 - c. Think about the types of technology (apps, devices) you use on a daily basis, does any of it use AI?
3. What are you comfortable with AI doing?
4. Do you trust AI?
 - a. What would lead you to trust more/less?
5. What do you think AI will be able to do in the future?
 - a. When/how long will it take?
6. Overall, do you think AI will have a positive or negative impact on people? On society?
 - a. Is there anything you're worried or concerned about with AI?
 - b. What do you think about data privacy in AI?
 - c. What does ethical AI mean to you?
 - d. Is there anything you're excited or hopeful about with AI?
7. If you had to pick a single word to describe AI, what would it be? What about an image?
8. In your own words, how would you define AI?
9. Do you have any other thoughts on technology or AI that you'd like to share?

Sample Demographics

The count and percentage of participants' responses to demographic questions are shown below for each group.

	GP Count (%)	E Count (%)
<i>Sex</i>		
Male	11 (44)	9 (45)
Female	13 (52)	10 (50)
Did not answer	1 (4)	1 (5)
<i>Age</i>		
18-29	7 (28)	3 (15)
30-39	10 (40)	5 (25)
40-49	6 (24)	6 (30)
50-59	2 (8)	4 (20)
60+	0 (0)	2 (10)
<i>Race</i>		
White	14 (56)	15 (75)
Asian	5 (20)	4 (20)
Black or African American	5 (20)	1 (5)
Native Hawaiian, Pacific Islander	1 (4)	0 (0)
American Indian, Alaska Native	0 (0)	0 (0)
<i>Highest Level of Education</i>		
High school diploma	1 (4)	0 (0)
Some College	4 (16)	0 (0)
Bachelor's degree	12 (48)	4 (20)
Master's degree	5 (20)	12 (60)
Doctoral degree	3 (12)	4 (20)
<i>Knowledge of AI</i>		
Very little or no knowledge	2 (8)	0 (0)
Little knowledge	12 (48)	1 (5)
Moderate knowledge	11 (44)	5 (25)
High knowledge	0 (0)	7 (35)
Expert knowledge	0 (0)	6 (30)