

Prof Machdel Matthee – Invited lecture

In AI we blindly trust...

This lecture examines the contentious issue of trust in artificial intelligence (AI). The concept of trust in technology has been a longstanding subject of academic inquiry. Historically, trust in technology was considered an antecedent for the intention to use technology. As such strategies for enhancing trust in technology became a central focus of the creators of technology. Established antecedents of trust in technology encompassed perceived usefulness, information quality, user experience, security, privacy concerns, and user characteristics. Furthermore, empirical evidence suggests that the reputation of technology developers contributes to trust formation.

However, the advent of generative AI introduces new challenges, particularly concerning data privacy and output accuracy. Moreover, its capacity for autonomous action and emergent agency differentiates it from conventional technological tools. Nevertheless, its generative capabilities and substantive impact on task efficiency across diverse sectors render its use compelling. The question of whether trust plays a role at all in the intention to use AI is explored across different usage contexts.

Prof Machdel Matthee - Short CV

Machdel Matthee is a professor at the Department of Informatics at the University of Pretoria in South Africa. She is interested in developing cognitive skills such as critical thinking, problem-solving, computational thinking, and AI literacy, which are called for in a technology-driven world. Her research on these topics has been published in several international outlets. Other research interests include educational technologies, cybersecurity, fake news and user experience. She is an associated editor of the Journal of Information Systems Education (JISE), IEEE Transactions on Education (ToE) as well as Communications of the Association of Information Systems (CAIS).