

The acceptance and usage of ChatGPT: An Information Adoption Model perspective

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Abstract: Currently, there are just a few studies that sought to explore aspects influencing the users' engagement with generative artificial intelligence (GenAI) large language models (LLMs) like OpenAI's Chat Generative Pre-Trained Transformer (ChatGPT). To the best of the authors' knowledge, for the time being, there are no contributions that have validated the information adoption model (IAM) to investigate individual perceptions in terms of their confidence levels in the content generated by GenAI algorithms. This research identifies the factors that may induce online users to rely on the information produced by ChatGPT. The methodology integrates IAM constructs, namely, information relevance, information accuracy, source trustworthiness and information usefulness to better understand the extent to which they have an impact on information adoption. Data were gathered from a sample of three hundred twenty-seven (n=327) higher education students. The results from SmartPLS indicated that there were highly significant effects in the proposed structured model. The strongest link was reported between information usefulness and information adoption. However, another noteworthy finding of this study confirmed that information relevance exhibited a substantial influence on information usefulness. In sum, this contribution puts forward a robust conceptual model that is empirically grounded. It sheds light on the users' perceptions about the factors that are influencing their adoption of ChatGPT.

CCS CONCEPTS •Information systems~World Wide Web~Web applications•General and reference~Cross-computing tools and techniques~Empirical studies•Information systems~Information retrieval•Information systems~Information retrieval~Specialized information retrieval

Additional Keywords and Phrases: Large Language Models, Generative AI, Information Adoption Model, Relevant Content, Accurate Content, Trustworthy Content.

1 INTRODUCTION

GenAI technologies including ChatGPT rely on large language models that are trained to search, process and analyze online content, swiftly, before they respond in a human-like manner to online users' queries [1]. ChatGPT can extract data, paraphrase text and could even engage in extended conversations, as well as interpret information [2]. It may be utilized in creative writing including for blogs as well as for social media posts. Businesses can avail themselves of ChatGPT to automate their corporate communications, as it enables them to generate summaries of meetings, to draft emails and reports. They may also use it to improve their service quality to their customers [3].

For example, ChatGPT can help customers book appointments, navigate through online services and/or to find products, as it may be integrated with existing systems through APIs and plugins (to access product databases, scheduling software and customer information). ChatGPT could be connected to a website or app to function as a chatbot, to respond to customer inquiries, in order to provide information and resolve common issues [4]. In the realms of education, students may refer to ChatGPT to seek answers with easy-to-understand explanations to their questions on various subjects [5]. Course instructors may utilize it to develop teaching resources, including course notes, summaries, stories, flashcards, case studies and quizzes for their formative and summative assessments.

Although there are many possible benefits that may be attributed to ChatGPT, as it may be considered as useful interactive system for content creators; various stakeholders are raising their concerns on the content generated by this technology [6]. Some commentators argue that its responses are not always accurate and timely. Its opponents contend that at times ChatGPT can propagate misinformation and hallucinations, increase stereotyping, social biases and adversarial prompts, due to insufficient training data and incorrect assumptions made by the model [2].

The information that is provided by GPT-3.5 (i.e. the free access version of ChatGPT) is not up to date, as it is based on data that was uploaded before September 2021. As a result, its responses to specific questions may not reflect the latest developments. For instance, GPT3.5 is not in a position to answer queries related to current events like news items relating to international policies, financial markets, sports, pop culture, as well as legal and regulatory changes, or to be cognizant of the latest technological innovations, beyond its knowledge cut-off date. Hence, one may argue, that there is still room for improvement for ChatGPT, to satisfy and exceed its users' expectations, as works are still in progress at OpenAI.

In this light, this empirical investigation builds on the information adoption model (IAM) [7, 8] to better understand the factors affecting the online users' perceptions about the usefulness of the content generated by ChatGPT, and to determine whether they would consciously or subconsciously rely on the information they receive from its algorithms and processes. Specifically, the researchers integrate information relevance, information accuracy and source trustworthiness measures as antecedents of information usefulness and

information adoption. Their study's underlying research questions are: [RQ1] How and to what extent are information relevance, information accuracy and source trustworthiness influencing the online users' perceptions about the usefulness of the content derived from ChatGPT? [RQ2] How and to what extent are their perceptions about the usefulness of content derived from ChatGPT affecting the acceptance of the information they receive?

Currently, there is still limited research that explores the validity of IAM as opposed to technology adoption models like the technology acceptance model (TAM) and its derivatives (TAM2, TAM3), as well as similar others like the unified theory of acceptance and use of technology, including UTAUT and UTAUT2. Notwithstanding, even less studies have included an information accuracy measure in an IAM framework. This contribution addresses these knowledge gaps. It puts forward a novel and robust research model that is empirically tested in terms of the constructs' reliabilities, validities. Moreover, it sheds light on the relative strength and significance of the causal paths that predict the individuals' reliance on the information that is retrieved from ChatGPT.

2 THE THEORETICAL FRAMEWORK

From the outset, the mainstream Information Adoption Model (IAM) comprises argument quality, source credibility, information usefulness and information adoption [7]. While the former two (2) IAM constructs were drawn from the Elaboration Likelihood Model (ELM) [9], the latter two constructs, namely, information usefulness and information adoption were borrowed from the Technology Acceptance Model [10]. A few researchers have adapted IAM and reconceived this model by incorporating related information technology factors in their contributions. At times, they noted that ELM's central factors like the relevance, timeliness, accuracy and the comprehensiveness of the arguments in communications, as well as peripheral factors including source expertise and source trustworthiness, among other, were found to be significant antecedents of information usefulness and information adoption of electronic word of mouth publicity [11, 12].

Several authors indicated that information adoption is a procedure in which people deliberately employ a piece of information that is obtained from virtual platforms [13]. They have often associated this construct with content developed by online communities, that deliberately share information about their experiences with products and services through social networks and review sites. Such digital media tools are recognized as important sources of information that can influence the individuals' perceptions, attitudes and behaviors. Prospective consumers may either take heed of the online content that is communicated through offline or online channels, or they may decide to ignore it altogether. If they consider the message to be truthful and helpful, they will probably rely on the information that is conveyed to them [14].

Hence, the individuals' perceptions about the usefulness of the content would predict their intentions towards adopting it [12]. This reasoning implies that information usefulness is a significant antecedent of information adoption. In fact, this causal path was confirmed by

various researchers, in different contexts [15]. Arguably, this effect could also be present in studies that examine the online users' perceptions about ChatGPT's information usefulness. Hence, this research hypothesizes that:

H1: Information usefulness is a positive and significant antecedent of information adoption.

Online users engage in the systematic processing of the information that is transmitted to them. They continuously assess its validity [16]. The recipients of the verbal, vocal and visual communication would probably synthesize its content, before forming attitudes about it [9]. They may also reflect on its structure, format and language that is being used to convey information, as well as the quality of the arguments used, as they want to determine if the relayed message meets their requirements in terms of its understandability, relevance, currency, personalization, dynamism, variety and completeness [7, 15]. The targeted audience ought to be in a position to understand and interpret the communicated content.

Online users would probably try to determine the degree to which the information they access, is useful to them [17]. Arguably, if the individuals believe that the information that is transmitted to them is relevant, appropriate and complete, they will probably perceive its usefulness [18]. This argumentation leads to the following hypothesis:

H2: Information relevance has a positive and significant effect on information usefulness.

The receivers of information will most likely appreciate that the communicator is conveying accurate information to them, as opposed to misinformation that features false, erroneous and/or misleading content; even though misleading content may be shared with others without a harmful intent. Online users would value online content that is precise, factual and verifiable. Conversely, the provision of incorrect data would result in negative effects on the individuals' degrees of confidence on the sources that developed the message(s).

For example, the users of Google Search or of ChatGPT would not perceive their usefulness, if their search results and/or responses are not completely accurate or up to date. There are instances, where the information that is provided through GenAI technologies may or may not always satisfy the users' expectations [2]. This reasoning leads to the following hypothesis

H3: Information accuracy has a positive and significant effect on information usefulness.

Yet, individuals do not always elaborate on every message they receive or on the content they may come across through online and offline channels. They could be either unable, or simply unwilling to do so, for some reason or another [9]. Various commentators argue that, in many cases, persons might avoid undertaking cognitive efforts [7, 9]. Some of them suggest that people are not always reflecting on the content that is communicated to them [8, 19]. Alternatively, they may be distracted by the source's credibility, trustworthiness and

expertise, and/or by other heuristic cues. The sources' credibility has nothing to do with the message per se, but rather it is related to the message recipients' perceptions about the communicators' trustworthiness and attractiveness. Yet, the receivers of information may decide to rely on certain sources, as they perceive them as honest, reliable and dependable.

IAM researchers have frequently indicated that online users tend to place their trust in the consumers' genuine statements, endorsements and testimonials that describe their past experiences with service providers. Very often, they confirmed that the sources' trustworthiness had a positive and significant impact on the online users' perceptions about the usefulness of consumer review platforms [19]. Various studies indicate that prospective consumers utilize such websites or apps because they consider consumer recommendations credible and trustworthy. In this case, this study differentiates itself from previous empirical investigations, as it explores the link between source trustworthiness and the usefulness of information that is developed through ChatGPT's algorithms. Specifically, the researchers hypothesize:

H4: Source trustworthiness has a positive and significant effect on information usefulness.

Figure 1. illustrates the proposed conceptual framework and the research hypotheses of this study. In sum, this research presumes that information relevance, information accuracy and source trustworthiness are direct antecedents of information usefulness. Moreover, it suggests that the latter measure is a precursor of information adoption, in the context of ChatGPT's generative artificial intelligence content.

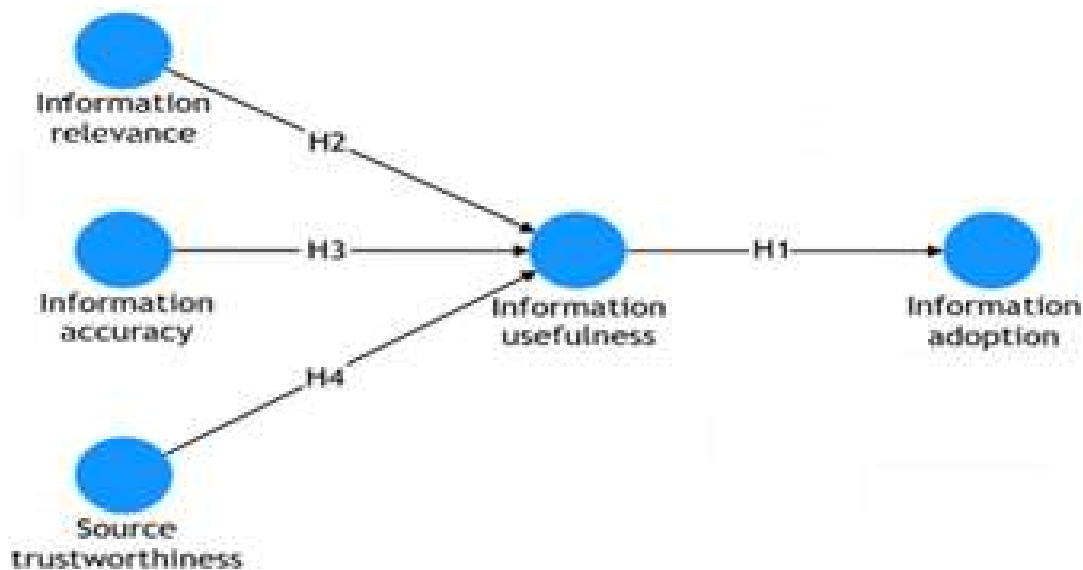


Figure 1. An information adoption model (relating to generative artificial intelligence content).

3 METHODOLOGY

3.1 The survey administration

Primary data were captured through an electronic survey questionnaire that was disseminated via email, among higher education students who were pursuing undergraduate and postgraduate courses in a Southern European university, in June 2023. The targeted audience comprised about nine thousand five hundred respondents, who could have participated in this study. The email provided information about the rationale of this research and featured a link to the survey. It clarified that there was no way that the research participants' identities could be revealed, as only aggregate data was collected for this quantitative research. Therefore, the questionnaire's content complied with the research ethics regulations of the host institution of one of the researchers as well as with the European Union's general data protection regulations.

3.2 The survey instrument

The research participants were expected to indicate their level of agreement with the survey's statements about information relevance, information accuracy, source trustworthiness, information usefulness as well as on information adoption (related to ChatGPT's generated texts). Table 1 features the list of measures and the items that were utilized for this research.

Table 1: The list of measures and the corresponding items used in this research

| Construct | Source | Code | Items |
|-----------------------|----------------------------------------------------------------------------------|-------|------------------------------------------------------------|
| Information relevance | Elaboration Likelihood Model (ELM) [9]. Information Adoption Model (IAM) [7]. | IR1 | ChatGPT provides relevant information. |
| | | IR2 | The information that I obtain from ChatGPT is appropriate. |
| | | IR3 | ChatGPT provides correct answers to my questions. |
| | | IR4 | The content that is transmitted by ChatGPT is informative. |
| | | IR5 | The information that is provided by ChatGPT is handy. |
| Information accuracy | ELM and IAM. | IACC1 | The information that is provided from ChatGPT is accurate. |
| | | IACC2 | |
| | | ST1 | |
| | | ST2 | |

| Construct | Source | Code | Items |
|------------------------|--------|------|--------------------------------------------------------------------|
| Source trustworthiness | IAM. | IU1 | ChatGPT provides reliable information. |
| | | IU2 | I trust the content that is given by ChatGPT. |
| | | IU3 | The information I receive from ChatGPT is dependable. |
| Information usefulness | IAM. | IU4 | ChatGPT offers a useful service. |
| | | IAD1 | ChatGPT is convenient. |
| Information adoption | IAM. | IAD2 | ChatGPT provides quick answers to my questions. |
| | | | ChatGPT enhances my job performance. |
| | | | I am a regular user of ChatGPT. |
| | | | Most probably, I shall continue using ChatGPT, in the near future. |

The research participants were expected to clearly indicate their level of agreement with the survey's measurement constructs through a five-point Likert scale. Whilst the value of 1 represented 'strongly disagree', 5 denoted 'strongly agree' and 3 indicated a neutral response. The survey was pilot tested among a small group of academic colleagues. The results were analyzed through a composite-based, partial least squares structural equations modeling approach, via SmartPLS4.

In the final part of the survey, the respondents disclosed their gender and age by selecting one of five age groups. They also shed light on their highest qualification attained at the time of the study.

4 THE QUANTITATIVE FINDINGS

4.1 The demographic profile of the research participants

After a week, there were three hundred twenty-seven (n=327) research participants who completed the questionnaire. These respondents indicated they have utilized ChatGPT in the past. The frequency table reported one hundred forty-six (146) males, one hundred sixty-nine (169) females and twelve (12) participants who decided not to indicate their gender. The respondents were divided into 5 age groups (18 to 28; 29 to 39; 40 to 50; 51 to 61 and Over 62). One hundred and sixty (n=160) individuals were between 18 and 28 years. There were sixty-three (n=63) research participants that comprised individuals who indicated they

were between 40 to 50 years of age. Fifty-five (n=55) were in the 29 to the 39-age bracket, thirty-nine (n=39) were between 51 to 61 years of age, five (n=5) were over 62, and another five (n=5) who preferred not to disclose their age. Two hundred forty-nine (n=249) respondents reported they had completed at least a bachelor's degree.

4.2 The descriptive statistics

The results suggest that the respondents agreed with the survey items that were presented to them in the questionnaire. The mean values were well above 2.5. While one of the items that measured information usefulness (i.e. IU2) had the highest mean score (M=4.141), source trustworthiness' ST2 reported the lowest mean score, where M=2.911. The findings indicated that the standard deviation (SD) values were acceptable. The highest score was 1.119. This figure represented the SD of information adoption's IAD1 item.

4.3 Results from PLS-SEM algorithm

The collinearity statistics indicated that there was no evidence of common method bias in this study. The variance inflation factors (VIF) ranged from 1.393 to 2.792. Hence, they were lower than the recommended threshold of 3.3. The outer loadings, the individual constructs' reliabilities and the average variance extracted (AVE) figures were above 0.7. The Heterotrait-monotrait ratio (HTMT) reported that the values were lower than 0.9, and Fornell and Larcker's (1981) criterion indicated that the square roots of AVE were much higher than the correlation values featured within the same columns.

The PLS algorithm shed light on the robustness of the structured model. It confirmed the factors' predictive power and revealed the values of R² and *f*². The results reported that information relevance, information accuracy and source trustworthiness influenced 60.7% of the individuals' perceptions about the chatbot's information usefulness, and 48.5% of their willingness to rely on its information.

Information usefulness had the highest effect on information adoption, where *f*²=0.942. Other noteworthy effects were reported between information relevance and information usefulness (*f*²=0.731), and between information accuracy and information usefulness (*f*²=0.123). There were lower effects between source trustworthiness and information usefulness of the chatbot (*f*²=0.035). Figure 2 provides a graphical illustration of the path coefficients of this study's research model.

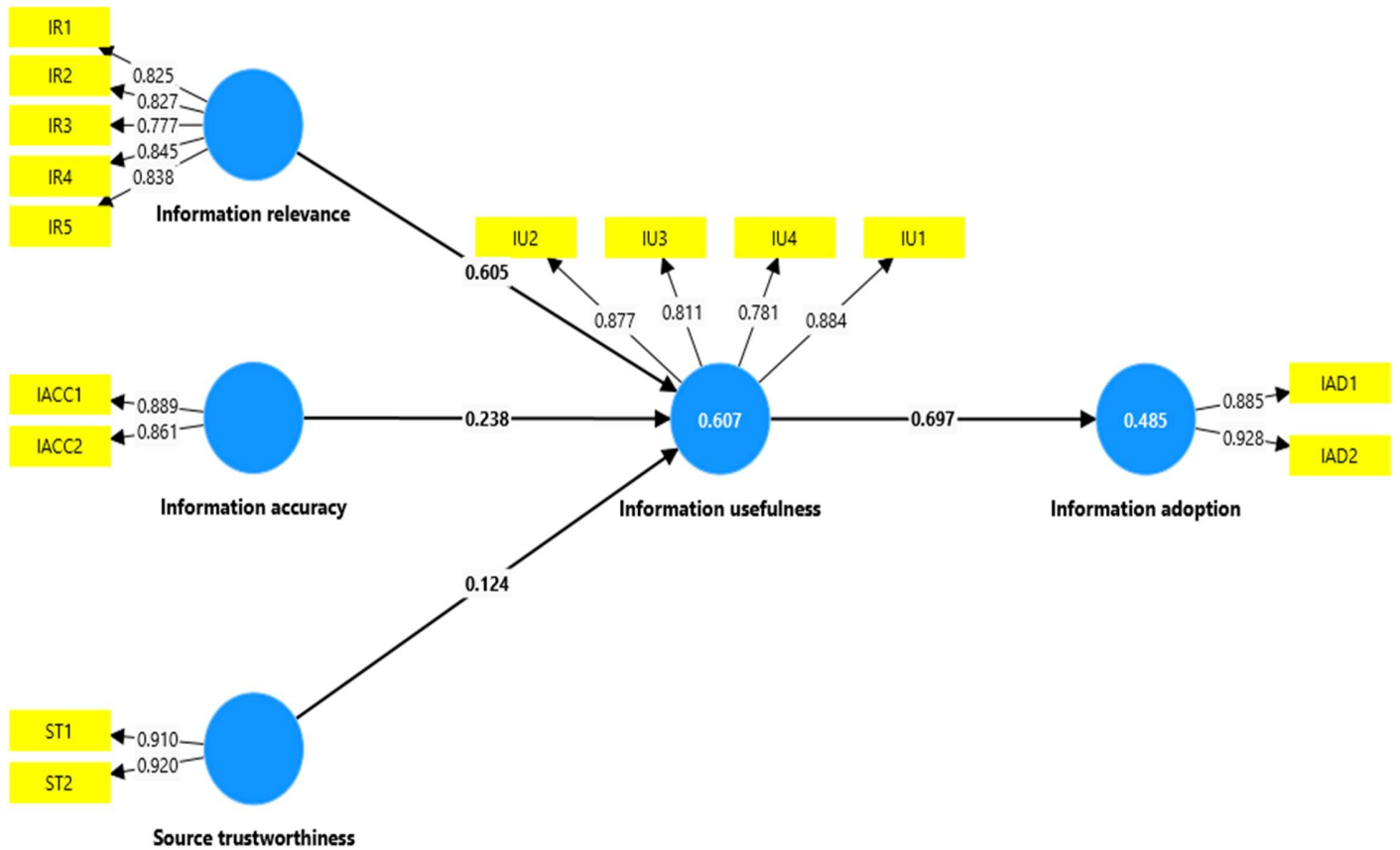


Figure 2: An illustration of the results from SEM-PLS algorithm

4.4 Findings from the Bootstrapping procedure

The bootstrapping procedure was used to test the research hypotheses. The results indicated that there were highly significant effects in the proposed structured model, particularly between information usefulness and information adoption (H1), as $\beta=0.697$, $t=21.593$ and $p<0.001$. Highly significant effects were also reported between information relevance and information usefulness (H2), as $\beta=0.605$, $t=13.001$, $p<0.001$; between information accuracy and information usefulness (H3), where $\beta=0.238$, $t=5.681$, $p<0.001$), and to a lesser extent between social influences and intentions (H4). In this case, $\beta=0.124$, $t=2.662$, $p=0.008$. Table 2 summarizes the results of the hypotheses' tests.

Table 2: The results from the Bootstrapping procedure

| Causal path | Original sample (O) | Standard deviation (STDEV) | T statistics | P values |
|------------------------------------------------------|---------------------|----------------------------|--------------|----------|
| H1. Information usefulness -> Information adoption | 0.697*** | 0.078 | 21.593 | 0.000 |
| H2. Information relevance -> Information usefulness | 0.605*** | 0.049 | 13.001 | 0.000 |
| H3. Information accuracy -> Information usefulness | 0.238*** | 0.047 | 5.681 | 0.000 |
| H4. Source trustworthiness -> Information usefulness | 0.124** | 0.053 | 2.662 | 0.008 |

N.B. ***P < 0.001, **P < 0.01.

5 CONCLUSIONS

This contribution raises awareness about IAM-related factors that are influencing the users' adoption of ChatGPT. It also clarifies the extent to which they are affecting the online users' acceptance and engagement with this information technology.

The findings from this study have clearly evidenced that information relevance, information accuracy and source trustworthiness are positive and significant antecedents of information usefulness. In addition, it found that information usefulness is a highly significant precursor of information adoption. The results from SmartPLS revealed that the proposed model is robust in terms of the constructs' reliabilities and validities. Moreover, they confirmed the strength and significance of the causal path of this novel IAM framework.

Arguably, the authors are aware that there are empirical studies in the academic literature that have already validated key IAM factors including information quality, information credibility, information usefulness and information adoption, in different contexts. Yet, few studies have incorporated information relevance and information accuracy in IAM theoretical underpinnings. For the time being, there are no other theoretical models that combined the same measuring scales (that are featured in this paper) to examine utilitarian motivations to engage with ChatGPT.

This study suggests that the higher education students felt that ChatGPT provides them with useful information that can help them achieve the learning outcomes of their course programs. These respondents hinted that they were willing to continue availing themselves

of this information technology to generate content for their academic assignments, in the future. On the other hand, the study indicated that the research participants were in some way concerned about the accuracy and trustworthiness of ChatGPT's responses.

OpenAI, the creator of ChatGPT frequently declares that its GPT-3.5 results could be incorrect, misleading, inaccurate and untruthful. Its algorithm is not connected to the internet. Therefore, it is not in a position to provide timely answers. GPT-3.5 could not access information developed after 2021. In addition, ChatGPT's algorithms may respond to queries with erroneous data and wrong instructions, as they could hallucinate outputs. OpenAI recommends its users to always check the veracity of the content produced by their chatbot, to determine the relevance and accuracy of its answers. Currently, online or mobile users can utilize the "Thumbs Up" or "Thumbs Down" buttons that are available once ChatGPT presents its prompts/results to their queries. This way, OpenAI could evaluate the consumers' satisfaction levels with its ChatGPT products.

Several stakeholders, particularly academia and policy makers, are increasingly raising awareness about responsible AI governance of GenAI technologies, in order to safeguard the wellbeing of online users, and to protect them from the dissemination of misinformation, erroneous and/or misleading content [6, 20]. Many governmental agencies as well as non-governmental organizations (NGOs) are also promoting the development of sensible voluntary standards and principles that are intended to guide practitioners who are involved in the research, development and maintenance of the chatbots' algorithmic systems [21, 22].

5.1 Limitations and future research

This study integrated information technology adoption measures that are related to IAM and ELM. The hypotheses of this empirical investigation were all supported. Hence, future researchers may consider replicating this study in different contexts. Arguably, the researchers could have considered other factors to examine the users' perceptions about GenAI technologies. For example, they might have utilized other theoretical frameworks like TAM or UTAUT, to name a few. In this case, there were no significant effects from the demographic variables like gender, age and qualifications, in this research. Perhaps, other scholars could investigate such moderating effects in their studies.

Academic colleagues may use interpretative approaches to explore this topic in more depth and breadth. They may shed more light on the users' experiences with GenAI technologies. There is scope for them to examine the chatbots' conversational (verbal) attributes and their anthropomorphic (visual and vocal) features.

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