

OMB Control #0693-0043
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NIST AI User Perceptions Interview Protocol: EXPERTS

You may skip any question.

1. What is your age range?
 - 18-29
 - 30-39
 - 40-49
 - 50-59
 - 60+

2. What is your sex?
 - Male
 - Female

3. What is your ethnicity? .
 - Hispanic or Latino
 - Not Hispanic or Latino

4. What is your race? (Choose one or more.).
- American Indian or Alaska Native
 - Asian
 - Black or African American
 - Native Hawaiian or other Pacific Islander
 - White.
5. What is your highest level of education?
- Some high school
 - High school diploma
 - Some College
 - Bachelor's degree
 - Master's degree
 - Doctoral degree
 - Other: _____
6. If you have a degree beyond high school, in which discipline/field is your degree?

7. What is your occupation? _____
8. Please rate your knowledge of each of the following topics from very little knowledge to expert knowledge:
- a. Technology
 - Very little or no knowledge
 - Little knowledge
 - Moderate knowledge
 - High knowledge
 - Expert knowledge
 - b. Computer security
 - Very little or no knowledge
 - Little knowledge
 - Moderate knowledge
 - High knowledge
 - Expert knowledge
 - c. Data analysis and/or data modeling

- Very little or no knowledge
- Little knowledge
- Moderate knowledge
- High knowledge
- Expert knowledge

d. Artificial Intelligence, or AI

- Very little or no knowledge
- Little knowledge
- Moderate knowledge
- High knowledge
- Expert knowledge

9. Do you use any of the following? [check all that apply]

- Automated driving features (adaptive cruise control, automatic forward-collision braking, automatic parking, lane keep assist, lane departure warning, steering assist, etc.)
- Computer or laptop
- Navigational aids (Google Maps, Apple Maps, etc.)
- Online dating services
- Online financial services (online banking, stock trading, etc.)
- Online gaming services
- Online shopping/e-Commerce (Amazon, Etsy, E-Bay, etc.)
- Online travel booking websites
- Smarthome device (smart thermostat, smart home security, smart doorbell camera, smart TV, smart appliances, etc.)
- Smartphone
- Smartwatch or fitness tracker
- Social media (Facebook, Instagram, Pinterest, Twitter, LinkedIn, etc.)
- Streaming services for video and/or music (YouTube, Netflix, Amazon Prime, Hulu+, Disney+, Spotify, Pandora, etc.)
- Virtual assistant (Amazon Echo/Alexa, Google Assistant/Home, Apple Siri, etc.)

10. Do you primarily work in:

- Industry
- Academia
- Government
- Non-profit
- Other, please list _____

11. What organization do you work for? _____

12. In your work, what do you do with AI? [check all that apply]

- Audit AI
- Conduct AI R&D
- Deploy AI
- Design AI
- Develop AI
- Evaluate AI
- Manage AI products
- Manage AI teams
- Monitor AI
- Test AI
- Other, please list _____

13. Please list the types of AI research projects and/or commercial products you have worked on in the past 5 years (at your current place of employment or previously).

- Projects _____
- Products _____

Interview Questions

Intro questions—About them and their work with AI

1. What's your job title?
2. What do you do? What types of AI projects or products do you work on?
3. Tell me a little about the organization you work for, what other types of AI projects or products does your organization work on?
4. What led you to AI, how did you end up working in AI?

Questions about AI

5. When you hear Artificial Intelligence, or AI, what's the first thing that comes to mind?
6. How would you define AI?
7. What is AI used for today?
 - a. What does AI do well?
 - b. What does AI NOT do well?
8. What will AI be able to do in the future? Say 5 years from now.
 - a. What about 10-20 years from now?
9. What would you be comfortable with AI doing?
10. What would lead you to trust AI?

- a. Does it depend on what tasks AI is doing? On the risk? Some other factor(s)?
 - b. What would lead you to *not* trust AI?
11. Talk to me about the types of technology you use on a daily basis, do you rely heavily on AI for your personal daily use? Is it integrated into your daily routine?
12. 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?
13. What are your top three AI use cases?
- a. In your work with AI, what types of AI use cases do you rely on? Why those in particular?
14. If you had to pick a single word to describe AI, what would it be? What about an image?
15. Any other thoughts on technology and AI you'd like to share?