**AI Perceptions Interviews: Email invitation**

Dear [contact name],

I am working with the National Institute of Standards and Technology (NIST) to conduct an interview study on perceptions of artificial intelligence (AI).

We are looking to interview individuals about what they think of AI. Interview questions focus on your perceptions of AI, and also about your general technology usage. The goal is to explore possible differences in opinion between AI experts and non-experts, which may be used to further AI research and improve AI systems and human outcomes.

Interviews will take approximately 60 minutes and will be conducted virtually between MONTH X, 2022 and MONTH Y, 2022. Please reply to this email if you are interested in participating so that we can schedule an interview for a date and time that work best for you.

Thank you in advance for considering participation in this important research project.

[consumer research firm Mediabarn Research Team member's name and contact info here]