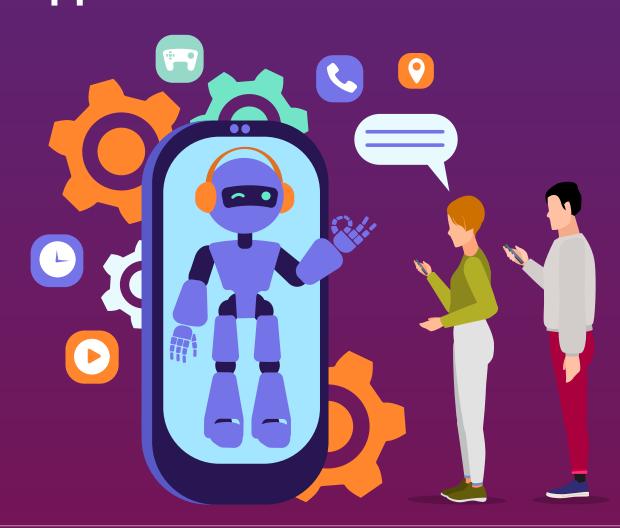# How Gen Z Looks at Emotional Artificial Intelligence

Emotional artificial intelligence (AI), which can gauge human emotions using non-conscious data collection (NCDC), finds a wide variety of applications

Gen Z, which represent 36% of the global workforce, is most vulnerable to NCDC

What is the attitude of Gen Z towards emotional AI and NCDC?

1015 Gen Z respondents (18–27 years) from 48 countries and 8 regions globally surveyed

Dataset analyzed using Bayesian Hamiltonian Monte Carlo simulations

Acceptance of AI technology depends on:
- ✓ Cross-cultural factors (religions and regions)
- ✓ Political environment in home country

Traditional theories on technological acceptance needs to be updated

Understanding potential risks of emotional AI is necessary for:
- ✓ Effective governance
- ✓ Ethical design

The attitude of Gen Z towards emotional AI technology is influenced by their cultural values, which must be accounted for in the development of these technologies

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