



# Human-centric AI governance: what the EU public values, what it really, really values

Valentin Wittmann<sup>\*</sup>, Timo Meynhardt

Dr. Arend Oetker Chair of Business Psychology and Leadership, HHL Leipzig Graduate School of Management, Jahnallee 59, 04109 Leipzig, Germany

## ARTICLE INFO

### Keywords:

Human-centric AI  
AI ethics  
AI Act  
Public Value

## ABSTRACT

The EU and other institutions worldwide have committed to aligning AI with human values to ensure that the technology contributes to the common good. Yet, criticism persists that debates over which values should guide this alignment are dominated by private and public organizations that prioritize technological considerations. Societal perspectives that emphasize broader, non-normative values are often marginalized. This exclusion generates a democratic deficit and risks forgoing the advantages of aligning AI with citizens' public values - namely trust, acceptance and public value creation. To address this gap, we empirically examine EU citizens' regulatory and value preferences regarding AI and its regulation, drawing on two complementary studies and Public Values theory and tools: one mixed-methods study of the EU's Public Consultation and one study based on the quantitative assessment of a newly developed AI Public Value (PV) Landscape. Our findings show that EU citizens (i) prefer binding regulation of AI, (ii) consider both ethical and technological principles as well as broader, non-normative societal values, especially along the moral-ethical value dimension, important, and (iii) serve as a conciliatory force capable of balancing business interests against those of state and NGO stakeholders. These results underscore the importance of aligning AI with broader PVs, reinforcing ethical foundations, and enhancing public inclusion in AI governance to achieve truly human-centric and socially accepted AI.

## 1. Introduction

Following early enthusiasm about the benefits of Artificial Intelligence (AI), increasing evidence underscores its risks for society (EC - European Commission, 2020). A widely promoted approach to preventing material and immaterial harms is aligning AI with human values (Gurkayanak, Yilmaz, & Haksever, 2016; Russell, 2019; Scherer, 2015) – a task which is becoming increasingly important since AI autonomy and decision-making speed surpass human comprehension and control (Choung, David, & Ross, 2023; Gabriel, 2020; Parisi, 2015). However, it remains debated which values this alignment should entail and how it ought to be governed. Most AI stakeholders favor ethical principles that provide normative guidance (Rudschies, Schneider, & Simon, 2021), but lack effectiveness (Hagendorff, 2020). Consequently, calls for hard law approaches are mounting (Kang, 2023). The EU has responded by spearheading AI's binding regulation. Recently, the AI Act (AIA) was approved (EC, 2024), which is grounded in the EU's proprietary ethics guidelines (HLEG - High level expert group on AI, 2019) and directed at ensuring human-centric AI that serves the common good.

While the EU's AI governance approach is the most advanced worldwide (Battista, 2021; Tallberg, Lundgren, & Geith, 2024), it is criticized for marginalizing the public by privileging interests of private and public organizations (Anderson, 2022; Benkler, 2019; Hagendorff, 2020; Metzinger, 2019). These entities dominated stakeholder consultations underlying the AIA (Anderson, 2022) just like discussions on AI and society in general. In contrast, and despite claims of participatory governance, citizens were scarcely involved in debates on regulation and values prior to the AIA, excluded from crucial negotiations, and now lack means to contest the resulting norms (Coeckelbergh, 2025). Research mirrors this imbalance. Multiple studies examine the preferences of institutions (e.g., Bunea, 2012; Djefall, Siewert, & Wurster, 2022; Koh, Grosse, & Apruzzese, 2023; Tallberg et al., 2024), while only few studies focus on citizens (e.g., Ehret, 2022; Kieslich, Keller, & Starke, 2022; Kleizen, Van Dooren, Verhoest, & Tan, 2023). In addition, value alignment is led by experts and centered around a small set of values, mostly assessed from technological or economic perspectives. Examples are computational methods for interpretability and transparency or trade-offs between fairness and efficiency (Bareis, 2024).

<sup>\*</sup> Corresponding author.

E-mail address: [valentin.wittmann@hhl.de](mailto:valentin.wittmann@hhl.de) (V. Wittmann).

<https://doi.org/10.1016/j.giq.2025.102084>

Received 20 February 2025; Received in revised form 14 September 2025; Accepted 9 October 2025

Available online 24 October 2025

0740-624X/© 2025 The Author(s). Published by Elsevier Inc. This is an open access article under the CC BY license (<http://creativecommons.org/licenses/by/4.0/>).

However, these values only serve as surrogates for broader values ultimately appreciated by the public like well-being, equity, and citizen participation (Bozeman & Sarewitz, 2011; Chadwick, 2011). These values, in line with established theory (Bozeman, 2019; Mendez, Pegan, & Triga, 2024; Meynhardt, 2009) referred to as public values, cannot simply be delivered (Meynhardt, 2009). Instead, they must be perceived and judged by the public as part of the authorizing environment providing public policy support and legitimacy (Moore, 1995). In sum, this creates a substantial democratic deficit and knowledge gap on public values as a means to steer AI governance (Coeckelbergh, 2025).

By uncovering and acting upon values that ‘we the people’ value, public and private organizations can pursue their stated goal of human-centric AI and assess their success in achieving it (Dignum, 2017; EC – European Commission, 2019). While this goal may appear noble, it also serves the interest of institutions developing, deploying or regulating AI: alignment of AI and its regulation with values held by society fosters positive experiences, trust, technology and policy acceptance (Bueth, Djeflal, Luetge, Maasen, & von Ingersleben-Seip, 2022; Dermont, Ingold, Kammermann, & Stadelmann-Steffen, 2017; Ingold, Stadelmann-Steffen, & Kammermann, 2019; Siegrist, 2000; Wuestenhagen, Wol-sink, & Buerer, 2007). These effects are essential to realizing AI’s full economic and societal benefits. Value alignment further enables consideration of local value preferences and more meaningful assessments of AI as socio-technical systems (Kudina & van de Poel, 2024). This in turn can lead to more contextually relevant products and policies and strengthen institutional reputation (Bélisle-Pipon et al., 2023). Overall, this could counteract rising opposition to AI (Acikgoz, Davison, Compagnone, & Laske, 2020; Kelly, 2021). Historical cases of public rejection of technologies such as GMOs and nuclear power - driven by top-down governance and product development (Zhang, 2022) - underscore the urgency of this matter. This is particularly salient for the EU, which ‘must not serve special interests, [but] must serve society as a whole’ (Beck-Jørgensen & Bozeman, 2007, p. 361). Value alignment based on a participatory approach would strengthen legitimacy of its AI governance (Mendez et al., 2024; Meynhardt, 2009; Wilson, 2022), increase public awareness (Scantamburlo et al., 2024), and help reduce the democratic deficit (Coeckelbergh, 2025). We therefore derive three research questions: (i) what are citizen preferences regarding the regulation of AI in the EU?; (ii) which values do citizens deem important for the regulation of AI in the EU?; (iii) how do regulatory and value preferences of citizens compare to those of other stakeholders?

This study contributes a systematic assessment of EU citizens’ preferences on AI regulation and its values, also in comparison with other stakeholder groups. To do so, we leveraged a mixed-methods research design across two studies. In study one ( $N = 615$ ), we analyzed AI concerns and legal preferences of citizens, collected in an EU Public Consultation on AI (PC; EC – European Commission, 2020b), and compared them with those of other stakeholder groups using regression analysis and mean comparisons. Results show that citizens demand some form of AI regulation, though it remains unclear whether such regulation must be binding, and take a balancing stance: they are less concerned and demand less regulatory stringency than state and NGO stakeholders, but more than private businesses. Furthermore, they prioritize clear Liability and safety rules as well as Fundamental rights.<sup>1</sup> Qualitative thematic content analysis (Braun & Clarke, 2006; Waerras, 2022) of open-ended responses further reveal concerns more diverse than those assessed in the EU’s PC, including impacts on culture, community, environment, and employment. To address these gaps, we complemented the first study with an online EU citizen survey ( $N = 251$ ), assessing the importance of a newly developed, extensive set of 36 values. This value set contains public values (Beck-Jørgensen & Bozeman, 2007; Meynhardt, 2009) extended by ethical principles (HLEG,

2019; Rudschies et al., 2021), structured along four empirically validated PV dimensions grounded in basic needs: the moral-ethical (ME), political-social (PS), hedonistic-aesthetical (HA) and instrumental-utilitarian (IU) value dimensions (Meynhardt & Jasinenko, 2020). Results reveal that citizens rate all values of the AI PV Landscape as important, with particular emphasis on the ME dimension. They also expressed more positive attitudes and behavioral intentions towards bindingly regulated than unregulated AI.

To be clear, we do not suggest that expert judgments on AI are redundant or that decisions about its governance should be made exclusively by citizens. Rather, we regard citizens’ public values (PVs) as an essential complement to AI ethics in order to steer AI and policy design towards public value creation. In this regard, the advantages of our approach for AI governance are threefold. First, the results show that citizens prefer bindingly regulated to unregulated AI. Second, regulators, AI developers and implementers, looking for guidance on which values AI should be judged against benefit from our two empirical analyses. These included an extensive set of AI values and elicited 15,461 value ratings by citizens. Findings reveal that citizens appreciate a broad set of values, including values like Cultural heritage, Freedom, Democracy, and Sustainability that are neither part of the EU’s PC nor convergent ethical principles and thus often neglected (Rudschies et al., 2021). At the same time, citizens prioritize moral-ethical AI protecting Fundamental rights and demand clear Liability and safety rules. Therefore, organizations should comply with all values of the AI PV Landscape, while placing special emphasis on ethical AI. Governments need to ensure clear liability frameworks. The AIA delivers on these citizen needs and is thus a step in the right direction. Third, citizen preferences were shown to balance opposing special interests of private and public organizations regarding AI concerns, legal requirements, and guiding values. Regulators’ quest to improve governance and reconcile opposing interests could therefore be facilitated by enhancing public inclusion in the future. In the same vein, such an approach would help decrease the democratic deficit of EU AI governance and acceptance of AI technology in the long-term. Revealing these practical insights, our paper demonstrates the value of PV theory to decide which values should guide AI: broad PVs especially along the moral-ethical value dimension.

## 2. Human-centric AI governance

Many AI stakeholders have formulated the goal of aligning AI with human values through governance (HLEG, 2019). Three main views exist on what qualifies as ‘human values’: (1) normative values that, according to axiology or philosophy, should guide AI; (2) values actually held by society; and (3) values identified by a superintelligence that has developed a single, true moral theory (Sutrop, 2019). The prevalent approach in AI governance currently belongs to the first category. Almost all stakeholders have issued principles intended to provide normative guidance for AI development, deployment, and use. In the EU, a High-level Expert Group on AI (HLEG) has developed *Ethics Guidelines for Trustworthy AI* (HLEG, 2019), which informed the AIA. The guidelines define trustworthy AI as lawful, ethical, and robust. Four ethical principles, namely (1) Respect for Human Autonomy, (2) Prevention of Harm, (3) Fairness and (4) Explicability, and seven requirements, namely (1) Human Agency and Oversight, (2) Technical Robustness & Safety, (3) Privacy & Data Governance, (4) Transparency, (5) Diversity, (6) Societal & Environmental Well-being, and (7) Accountability, are promoted to establish trustworthy, human-centric AI. These principles are grounded in the EU Charter of Fundamental Rights and its common values: Dignity, Freedom, Equality, Solidarity (Facchi & Riva, 2021). Moreover, they closely mirror those promoted by private and public organizations in their ethics guidelines. Research has distilled value priorities and regulatory preferences from such documents through qualitative content analysis (Wilson, 2022), and several meta-analyses have sought to identify a normative core (Corrêa et al.,

<sup>1</sup> Throughout this paper, Values, Principles, and Rights are capitalized for clarity

2023; Fjeld, Achten, Hilligoss, Nagy, & Srikumar, 2020; Floridi et al., 2018; Jobin, Ienca, & Vayena, 2019; Rudschies et al., 2021). While convergence across documents has increased over time (Fjeld et al., 2020; Jobin et al., 2019), important differences remain between stakeholder groups (Rudschies et al., 2021). This highlights how value plurality and the absence of a universally valid moral theory complicate normative approaches to AI governance (Gabriel, 2020).

Since machines currently have no access to moral truth (Sutrop, 2019), we focus on non-normative values actually held by the public to complement existing AI governance approaches grounded in normative ethical principles, which are primarily published by private and public organizations (Hagendorff, 2020). Han, Kelly, Nikou, and Svee's (2021) review shows convergence in the definition of human values as mental representations of values or reward functions - that is, what individuals or social groups consider desirable and important. Several authors emphasize the need to develop large, complex, and contextually and culturally sensitive sets of such values to ensure positive AI outcomes (Dignum, 2017; Yudkowsky, 2011). Such insights are crucial for approaches like Value Sensitive Design (Friedman & Hendry, 2019) and human- or society-in-the-loop AI (Rahwan, 2018). However, the complexity and dynamism of values (Muehlhauser & Helm, 2012) as well as disagreements in axiology and philosophy complicate this quest. The result has been underdefined, infinite, and unstable value sets in theories of human values (Turchin, manuscript), which are currently unable to guide AI development (Sotala & Yampolskiy, 2017). Consequently, studies increasingly assess citizen preferences in the context of AI and its regulation (e.g., Busse & Baeva, 2022; Kieslich et al., 2022; Koenig, Wurster, & Siewert, 2023; Pew Research Center, 2018; Zhang & Dafoe, 2019). While these efforts are meaningful, most studies so far adopt an expert-led, results- and technology- centered perspective, and do not address broader societal and collective values. A narrow focus on mission-based-values has been demonstrated to weaken public value creation in public management (Kroll & Moynihan, 2014). In the following, we summarize the state of research on AI regulatory and value preferences, applying a simplistic differentiation between citizens and non-citizens. We then introduce Public Value (PV) theory and tools (Meynhardt, 2009, 2015) to provide a conceptual and empirical lens for identifying a holistic set of values that AI regulation should promote and protect from a citizen perspective.

## 2.1. AI values stakeholder preferences

### 2.1.1. Non-citizen (expert, business, state) actors

Policy options to govern AI range from soft norms, such as voluntary guidelines and technical standards, to binding legal frameworks (Bueth et al., 2022). In general, private businesses favor laxer regulation than NGO and expert stakeholders - a tendency especially strong in countries with a large AI sector (Tallberg et al., 2024). Potential lobbying by companies for weaker regulation has drawn strong criticism in the EU (Metzinger, 2019; Wachter, 2024). Considering the specific values promoted by different stakeholder groups, Rudschies et al. (2021) conducted a systematic assessment of value convergence and divergence across stakeholder documents. They analyzed 40 documents from state, expert, and private business actors and compared them to convergent principles identified by Floridi et al. (2018), Jobin et al. (2019), Hagendorff (2020), and Fjeld et al. (2020). Seven principles appeared in 75 % of the documents: Transparency, Privacy, Non-discrimination & fairness, Responsibility, Explainability, Safety & security, Accountability. Heterogeneity analysis reveals that state and expert actors place significantly more emphasis on Fundamental rights, including Freedom, Human dignity, Autonomy, and Democracy, than private actors. Moreover, principles of Explainability, Accountability, Non-maleficence, as well as requirements like Contestability, and Accuracy are significantly less promoted in private-sector guidelines. In general, private actors discuss fewer principles, with a focus on those (e.g., Privacy, Non-discrimination, Transparency) that align more closely with existing

technical solutions or legislation (Greene, Hoffmann, & Stark, 2019; Hagendorff, 2020). Public organizations lobby for Non-discrimination & fairness, Democracy & rule of law more than expert and private actors (Rudschies et al., 2021). In comparison, experts focus their attention on the topic of Human Control and Legality, and thus promote principles like Responsibility, Accountability, Non-maleficence, and Contestability (ibid). Finally, certain principles including Solidarity, Trust, and Sustainability (ibid; Jobin et al., 2019), as well as broader concerns such as unemployment, reduced social cohesion, political abuse, disinformation, and militarization, are underrepresented across all stakeholder documents (Hagendorff, 2020). This neglect of AI's impacts on society, culture, politics, and the environment stresses the need for a socio-technical systems perspective and stronger citizen participation in AI governance (Birkstedt, Minkinen, Tandon, & Mäntymäki, 2023; Kudina & van de Poel, 2024).

### 2.1.2. Citizens

If broad adoption of AI is an envisioned goal of governance, regulators must ensure positive public perceptions of the technology (Kieslich et al., 2022). Two key means are public participation (Wilson, 2022) and value congruence (Nabatchi, 2012; Poortinga & Pidgeon, 2005). Yet citizen engagement in AI governance remains limited. Most countries do not include citizen participation as a central pillar in their AI strategies (Wilson, 2022). Among 69 OECD governmental bodies, only Chile and to a minor extent the US, Germany, and Uruguay tailored their AI strategies to public input (Aaronson & Zable, 2023). For value congruence to be achieved, public preferences must first be identified. Initial research projects, mostly in the USA and Germany, assess citizen's regulatory and value preferences regarding AI. Even though attitudes towards AI are highly domain-specific and demographic variables account for a large part of the variation (Kieslich et al., 2022; Zhang & Dafoe, 2019) some general tendencies exist. Citizens in the US and EU want AI managed cautiously, perceiving a higher likelihood of harm than benefit (Eurobarometer, 2017; Zhang & Dafoe, 2019). Respondents express concerns about privacy violations, lack of human control, unfair and inaccurate outcomes (Pew Research Center, 2018), and job losses (Eurobarometer, 2017). Governance is expected to protect privacy and civil liberties, prevent harmful content, and counter cyberattacks (Zhang & Dafoe, 2019). However, support for binding regulation is mixed. In Germany, studies revealed only 45 % of participants approving hard law regulation (Busse & Baeva, 2022) and higher support for soft rather than hard law approaches (Koenig et al., 2023). Across a sample from Chile, China, Germany, India, and the UK the tendency to demand binding regulation or prohibition of AI was found to increase with experienced violation of privacy norms and intransparency. This normative effect is stronger than economic factors, such as unemployment (Ehret, 2022). Regarding value preferences, first studies analyze the importance of principles promoted in ethics guidelines for citizens (e.g., Kieslich et al., 2022). They find that citizens prioritize Accuracy (Dietvorst, Simmons, & Massey, 2015), Privacy (Burbach et al., 2018), and Fairness (Starke, Baleis, Keller, & Marcinkowski, 2022), which are positively influenced by Human oversight (Nagtegaal, 2021). Transparency has been shown to improve user trust (Busse & Baeva, 2022). Kieslich et al. (2022) tested the relative importance of seven principles for a German sample: Accountability, Fairness, Security, Privacy, Accuracy, Explainability, and Limited machine autonomy. While all values achieved high relevance scores, Accountability was the most important and Limited machine autonomy the least important value. However, no strong preferences were found when comparing values. Moreover, for some parts of German society ethical AI implementation was not critical for AI use. In contrast, deliberate compliance with ethical principles was found to be the most crucial factor for trust in AI applications (Busse & Baeva, 2022). Evaluations of Transparency, Fairness and Accountability show that Fairness has the strongest positive effect on satisfaction with algorithms (Shin & Park, 2019), whereas Transparency predicts people's trust in algorithms best (Shin, Zhong, & Biocca, 2020).

Overall, public participation in AI governance and knowledge on regulatory and value preferences of citizens remain limited - especially concerning broader human values that are not part of business- and government- dominated ethics guidelines. This results in a lack of legitimacy for regulators and guidance for firms on which values AI should be judged against when developing or deploying AI systems. To overcome this shortcoming, our paper leverages PVs to improve our understanding of values that are appreciated by society.

2.2. Public values theory

PVs refer to principles or standards that provide normative consensus about ‘(a) the rights, benefits, and prerogatives to which citizens should (and should not) be entitled; (b) the obligations of citizens to society, the state, and one another; and (c) the principles on which governments and policies should be based’ (Bozeman, 2007, p. 13). Moore (1995) stresses that this results in the role of managers to align actions and capacities with collective judgements of the authorizing environment (providing support and legitimacy) on what qualifies as public value. While public interest theory, to which PVs theory was developed as a response, aggregates values into broad or unitary notions of the public interest, PVs research therefore focuses on discernible values by asking citizens ‘what do you value?’ (Bozeman, 2019). This process relies on conceptualizations of value, which remain elusive (Rescher, 1982). In the economic tradition, there is a divide between value objectivists, who argue that value is inherent to an object and value subjectivists, who argue that value arises for a subject perceiving and valuing the object (Stern, 1924). For PV theory, both notions are too narrow, as value is collectively constructed by societal actors (Mendez et al., 2024; Meynhardt, 2008) and needs to encompass social, political, cultural and environmental dimensions (Benington, 2009). In his psychological PV theory, Meynhardt (2009) resolves this conflict drawing on Heyde’s (1926) definition of value as the result of a relationship between a subject valuing an object and the valued object. Here, value refers to the quality of the relation expressed in emotional-motivational states, e.g., desirability or preference. These states result from subjective social evaluations in which basic needs, that concern individual deficits experienced as discrepancies between reality and a desired state, serve as reference points (Lewis, Haviland-Jones, & Feldmann Barrett, 2008). While satisfied needs constitute value, unsatisfied needs destroy value. According to cognitive-experiential self-theory (Epstein, 2003), four equally important, non-normative basic needs exist, which Meynhardt (2009) has translated into four PV dimensions (see Table 1):

- (1) Hedonistic-aesthetical values stem from the need to maximize pleasure and avoid pain, and they are created through survival, positive experiences, and joy.
- (2) Moral-ethical values reflect the need for positive self-evaluation. They describe universal standards that apply to everyone and contribute to the functioning of society.
- (3) Instrumental-utilitarian values derive from the need for control and coherence over one’s conceptual system. They emphasize practical use value and functional utility.
- (4) Political-social values are grounded in the need for positive relationships, relating to group membership, social identity, and belonging.

Meynhardt’s theory thus promotes an understanding of PVs as those actually held by citizens rather than being governmental (Beck-Jørgensen & Bozeman, 2007), since not only public organizations, but all institutions and actions elicit feedback from and to the public. Turning to the content of PVs, Beck-Jørgensen and Bozeman (2007) derived 72 values from 270 public administration periodicals in the US, UK and Scandinavia that should guide not only public management and organizations but also non-governmental actors. These values emerge in, and are classified along, seven constellations of the public sector with

Table 1  
Relation between basic needs and value dimensions (Meynhardt, 2009, p.203).

| Basic need for ...                                           | Translation into a motivation for ...<br>(Examples)                                                                                                                                                                                  | Basic value dimension    |
|--------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| ... positive self-evaluation                                 | <ul style="list-style-type: none"><li>... positive self-concept and self-worth</li><li>... consistent relationship between self and environment</li><li>... feeling of high self-esteem (in social comparison)</li></ul>             | moral-ethical            |
| ... maximizing pleasure and avoiding pain                    | <ul style="list-style-type: none"><li>... positive emotions and avoidance of negative feelings</li><li>... flow-experience</li><li>... experience of self-efficacy due to action</li></ul>                                           | hedonistic-aesthetical   |
| ... gaining control & coherence over one's conceptual system | <ul style="list-style-type: none"><li>... understanding and controlling the environment</li><li>... predictability of cause and effect relationships</li><li>... ability to control expectations to cause desired outcomes</li></ul> | utilitarian-instrumental |
| ... positive relationships                                   | <ul style="list-style-type: none"><li>... relatedness and belongingness</li><li>... attachment, group identity</li><li>... optimal balance between intimacy and distance</li></ul>                                                   | political-social         |

objects such as society. Furthermore, the authors identify neighbor values, covalues, and eight nodal values. Nodal values have many relations with other values. They are therefore highly debated and hold a central position in value constellations (Rutgers, 2015). Meynhardt (2009) has extended these nodal values by non-normative PVs, relating them to one another and structuring them along the four PV dimensions as an evaluation logic. His resulting PV Landscape serves as a blueprint for constructing a PV classification scheme to analyze the content of public value.

3. Research methodology and results

3.1. Research design

To answer our research questions on citizen AI regulatory and value preferences – both independently and in relation to other stakeholders - we conduct two studies and apply a mixed-methods approach (see Fig. 1). The first study analyzed quantitative and qualitative data from an EU PC (EC – European Commission, 2020b) that assessed AI concerns and regulatory preferences of multiple stakeholder groups (N = 615). However, the consultation (1) did not explicitly capture preferences for hard versus soft law approaches, and (2) included only a limited set of values, while open answers revealed additional AI concerns, highlighting the need to account for broader notions of value. To address these gaps, we conducted a second, complementary study. In an online survey, EU citizens (N = 251) from Finland, Germany, and Portugal rated their attitudes towards bindingly regulated versus unregulated AI, their intentions to purchase, recommend, and use AI, and the importance of a holistic set of values from a newly developed AI PV Landscape. The data, methodology, and results of these two studies are described in detail in the following sections.

3.2. Study 1

3.2.1. Data

The EU PC (EC – European Commission, 2020b) collected views on options for a regulatory framework from 1216 entities between 19

|                                              |              | 1. EU citizen preferences for AI regulation (hard law vs. soft law)                               | 2. EU citizen value preferences for the regulation of AI                                                                                          | 3. Comparison of citizen regulatory & value preferences vs. other stakeholders                                |
|----------------------------------------------|--------------|---------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| Study 1<br>EU Public Consultation<br>(N=615) | Data         | Aggregate items AI concerns & regulatory stringency; Likert scale (1'low'-6 'high')               | Single values AI concerns & regulatory requirements; Likert scale (1'low'-6 'high')                                                               | State, expert, business, NGO, citizen and other stakeholders                                                  |
|                                              | Method       | Descriptive analysis                                                                              | Inductive thematic coding of open answers                                                                                                         | Regression analysis incl. robustness tests; comparisons of value rating means (ANOVA post-hoc Dunn-Boferroni) |
|                                              | Shortcomings | Aggregate items only serve as unvalidated proxy for binding regulation preference                 | Limited set (n=12) of tech. values derived from ethics guidelines dominated by private & public orgs.; omitted broader PVs important for citizens |                                                                                                               |
|                                              |              | ✓                                                                                                 | ✓                                                                                                                                                 | ✓                                                                                                             |
| Study 2<br>Online citizen survey<br>(N=251)  | Data         | Attitudes & behavioral intentions for regulated & unregulated AI; Likert scale (1'low' - 6'high') | Rated importance of 36 public & ethical values of newly developed AI landscape; Likert scale (1'low'-6'high')                                     | Citizen value preferences & stakeholder ethical guidelines                                                    |
|                                              | Method       | Comparisons means of attitudes & behavioral intentions regulated vs. unregulated AI               | Comparisons means of single values & aggregate public value dimensions                                                                            | Descriptive comparison of relative importance                                                                 |

Fig. 1. Research design

February and 14 June 2020. Of these, 460 respondents did not identify with a stakeholder group and 141 were from outside the EU. This resulted in a final sample of 615 respondents for our study, including 110 EU citizens (see Table 2). Public consultations are widely recognized as a valid tool for collecting stakeholder preferences (Bunea, 2012; Hartley, Alford, Knies, & Douglas, 2017).

The questionnaire contained 18 sets of questions with prefixed numerical or categorical scale options, as well as open-ended questions. Among these, respondents could rate the importance of selected concerns about AI (Q25-Q30) and mandatory requirements for AI regulation (Q39-Q44; see Table 3) on a Likert scale from 1 ('not important at all') to 5 ('very important'). Analogous to previous studies (Bunea, 2012; Lundgren et al., 2018; Tallberg et al., 2024), 'very important' ratings were treated as an indicator for a binding regulation preference. Participants were also asked whether they think (1) there is a need for new legislation to address their AI concerns (Q32), and if (2) new compulsory requirements should be limited to high-risk applications (Q34). All questions included an option for open answers (Q31, Q33, Q35, Q50).

### 3.2.2. Method

First, we conducted variance analyses of citizen preferences regarding single items of AI concerns and regulatory stringency. Next, following the approach of Tallberg et al. (2024) for businesses, we formed two new interval-scaled variables as the means of each respondent's rating for questions Q25-Q30 (*AI concerns*) and Q39-Q44 (*regulatory stringency*). In addition, binary variables were created for *new legislation demand* (Q32), with 'There is a need for new legislation' and for *high-risk AI focus* with 'yes' as '1'. We conducted linear regression analyses with heteroskedasticity-robust standard errors with these as dependent and stakeholder groups as explanatory variables. Extensive robustness tests were applied: (1) additional regressions for single items of the indices; (2) multilevel model estimations with varying intercepts

Table 2

Number of respondents per stakeholder group EU Public Consultation (EC – European Commission, 2020b).

| Stakeholder type within EU                           | Count | Proportion (in %) |
|------------------------------------------------------|-------|-------------------|
| <b>Expert:</b> Academic/research institution         | 85    | 13.8              |
| <b>Business:</b> Business organization/association   | 201   | 32.7              |
| <b>NGO:</b> NGO, consumer/environmental organization | 109   | 17.8              |
| <b>State:</b> Public authority, trade union          | 62    | 10.1              |
| <b>EU citizen:</b> EU citizens                       | 110   | 17.9              |
| <b>Other</b>                                         | 48    | 7.8               |

Table 3

Overview of questions in EU Public Consultation (EC – European Commission, 2020b).

| AI concerns: AI may...                                                          | Regulatory stringency: Mandatory requirements for...                         |
|---------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| (Q25) endanger safety                                                           | (Q39) quality of data sets                                                   |
| (Q26) breach fundamental rights                                                 | (Q40) keeping of records and data                                            |
| (Q27) lead to discriminatory outcomes                                           | (Q41) information on the purpose and the nature of AI systems (transparency) |
| (Q28) take actions for which the rationale cannot be explained (explainability) | (Q42) robustness and accuracy of AI systems                                  |
| (Q29) complicate obtaining compensation (legality)                              | (Q43) human oversight                                                        |
| (Q30) not always be accurate (accuracy)                                         | (Q44) clear liability & safety rules (accountability)                        |

for countries and country-fixed effects; and (3) country specifics such as population size, liberal democracy and corruption perception index, to avoid systematic biases resulting from the clustered nature of data or country effects. To reveal additional insights, we conducted a qualitative inductive thematic analysis of 91 responses from 49 EU citizens to open answers Q31, Q33, Q35, Q50, Q51 (Braun & Clarke, 2006; Waerras, 2022). In five phases, initial descriptive codes were generated from the provided answers, then clustered according to their semantic content into themes, which were later reviewed, defined and named.

### 3.2.3. Results

For both *AI concerns* and *regulatory stringency*, mean values across stakeholder groups were closer to the maximum (5) than the minimum (1), indicating high levels of concern about AI ( $M = 4.30$ ,  $SD = 0.72$ ) and strong support for mandatory legal requirements ( $M = 4.49$ ,  $SD = 0.59$ ). Since both variables can serve as proxies for a preference for binding AI regulation (Tallberg et al., 2024), the findings suggest that citizens favor hard-law approaches, though this conclusion cannot be drawn with certainty. However, regression analyses further showed that citizens expressed significantly higher demand for new legislation compared with other stakeholders ( $p < .01$ ; see Table B.1.8d). Comparisons across stakeholder groups revealed a consistent pattern. Business actors reported the lowest levels of concern and support for regulatory stringency, followed by citizens and expert actors, while NGOs and state actors reported the highest levels (see Fig. 2). Regression results (Table 4) indicated that EU citizens did not differ significantly from

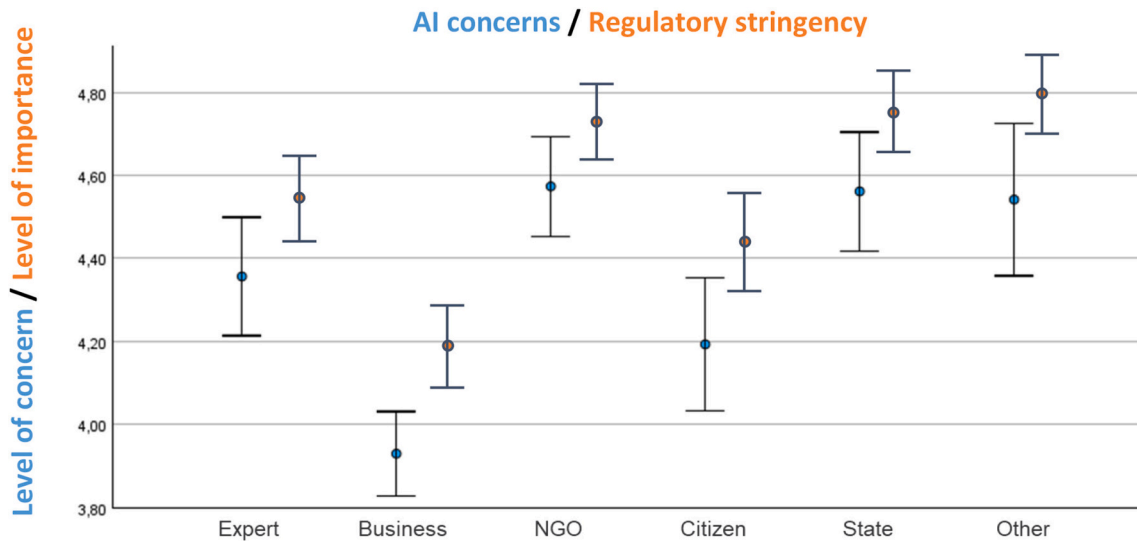


Fig. 2. Mean values of stakeholder type's level of AI concern ( $N = 559$ ) and importance of regulatory stringency ( $N = 553$ ), scale from 1 "very unimportant" to 5 "very important".

Table 4

Regression results with robust standard errors in parentheses, \*\*\*  $p < .01$ , \*\*  $p < .05$ .

|             | AI concerns          | Regulatory stringency | High-risk AI focus  | New legislation demand |
|-------------|----------------------|-----------------------|---------------------|------------------------|
| Constant    | 4.357***<br>(0.072)  | 4.545***<br>(0.054)   | 0.481***<br>(0.058) | 0.461***<br>(0.058)    |
| Business    | −0.427***<br>(0.089) | −0.355***<br>(0.074)  | 0.099<br>(0.069)    | −0.275***<br>(0.065)   |
| NGOs        | 0.217**<br>(0.094)   | 0.185***<br>(0.071)   | −0.181**<br>(0.074) | −0.053 (0.076)         |
| Citizens    | −0.161<br>(0.108)    | −0.100<br>(0.081)     | −0.037<br>(0.077)   | 0.069 (0.076)          |
| State       | 0.205**<br>(0.102)   | 0.209***<br>(0.073)   | −0.125<br>(0.093)   | 0.009 (0.093)          |
| Other       | 0.185 (0.117)        | 0.252***<br>(0.071)   | −0.109<br>(0.102)   | 0.107 (0.102)          |
| Popul. size | 4.357***<br>(0.072)  | 4.545***<br>(0.054)   | 0.481***<br>(0.058) | 0.461***<br>(0.058)    |
| N           | 559                  | 553                   | 530                 | 550                    |

other groups, whereas business actors expressed significantly less concern ( $p < .01$ ). In contrast, NGOs and state actors expressed significantly greater concern ( $p < .05$ ) and stronger support for regulatory stringency ( $p < .01$ ). Business actors also showed significantly less demand for new legislation ( $p < .01$ ), whereas NGOs were significantly less supportive of a legal focus limited to high-risk AI ( $p < .05$ ). These results remained robust when controlling for liberal democracy and corruption perception indices, except in the case of state actors' influence on AI concerns (see Table B.1.8b). Pairwise comparisons using ANOVA post hoc tests (Dunn–Bonferroni) provided additional detail. Citizens reported significantly lower AI concerns ( $M = 4.20$ ,  $SD = 0.82$ ) than state actors ( $M = 4.56$ ,  $SD = 0.51$ ;  $p = .025$ ) and NGOs ( $M = 4.57$ ,  $SD = 0.61$ ;  $p = .001$ ), but significantly higher concerns than business actors ( $M = 3.93$ ,  $SD = 0.70$ ;  $p = .022$ ). Regarding regulatory stringency, citizens ( $M = 4.45$ ,  $SD = 0.60$ ) reported significantly lower levels than NGOs ( $M = 4.73$ ,  $SD = 0.47$ ;  $p = .003$ ) and state actors ( $M = 4.75$ ,  $SD = 0.35$ ;  $p = .016$ ), but significantly higher levels than business actors ( $M = 4.19$ ,  $SD = 0.67$ ;  $p = .003$ ; see Table B.1.9).

Turning to the item level moreover allows assessing value preferences of all stakeholder groups and citizens specifically. Our results replicate the findings of Rudschies et al. (2021) that private businesses rate values of Explainability, Accountability, Human rights, Contestability and Accuracy significantly less important than expert and state

actors (Table 5; see Table B.1.10).

ANOVA post-hoc tests (Dunn–Bonferroni) show that citizens rate concerns about AI's impact on Fundamental rights as significantly more important than about Safety, Legality, and Accuracy. Clear Liability and safety rules were rated significantly more important than all other regulatory requirements (see Table 6).

Unconditional and conditional regression results (see Table B.1.8d) with a binary EU citizen variable show that citizens have fewer concerns that 'AI may endanger safety' ( $p < .05$ ) and demand fewer 'robust' AI requirements ( $p < .05$ ) than other stakeholders on average. Overall, citizens are significantly less concerned about Safety and Discrimination than state and NGO actors. They are also significantly less concerned about AI's impact on Legality than state, but significantly more concerned than business stakeholders. Citizens demand significantly less Robustness than NGOs and less Human oversight than state stakeholders, but significantly more Human oversight and Liability & safety rules than business stakeholders (see Table 7; see Table B.1.10 for holistic ANOVA post-hoc tests for mean differences between stakeholders).

Qualitative analysis of 36 open responses from EU citizens regarding other concerns about AI, highlights that multiple concerns are not covered by the six selected items of the EU's PC (see Fig. A.1). These concerns can be clustered into three aggregate dimensions (1) harms, including societal and technological risks as well as maleficence/abuse, (2) harm mitigation, consisting of human oversight, autonomy, and AI capabilities, and (3) harm traceability & punishment, featuring legality, responsibility and transparency. Whereas the EU consultation's questions regarding AI concerns and Regulatory stringency focused on technological risks, citizens also expressed worries about negative impacts of AI on the environment, individuals and communities, culture, and employment. Furthermore, they request to consider risks depending on the context and AI's changing capabilities (F514466). The balanced stance citizens adopt towards AI requirements and new legislation is also reflected in the open responses. To mitigate AI risks with existing and/or new legislation, citizens called on the EU to 'clearly define what is new with AI and where old legislation falls short' in order to enable 'adaptation of existing legislation, where legal gaps exist, (...) combined with the development of new regulations' (F529914). At the same time, respondents worried that the EU 'will, again, focus too much on privacy and not encourage innovation and widespread AI use' (F514737). Regarding the limitation of new legislation to high-risk AI, citizens demanded clearer definitions, more risk criteria and groups, and 'prevention and control measures that must be applied on a mandatory basis

**Table 5**

Non-citizen stakeholder value preferences.

| Principles          | Proportion of guidelines mentioning (Rudschies et al., 2021) |               |                | Item in EU public consultation (EC – European Commission, 2020b) | ANOVA post-hoc test significant (p < .05) rated difference in importance |                  |
|---------------------|--------------------------------------------------------------|---------------|----------------|------------------------------------------------------------------|--------------------------------------------------------------------------|------------------|
|                     | State actors                                                 | Expert actors | Private actors |                                                                  | Private < state                                                          | Private < expert |
| Transparency        | <b>100.0 %</b>                                               | 92.9 %        | 92.7 %         | Q41                                                              | Yes                                                                      | No               |
| Non-discrimination  | <b>92.9 %</b>                                                | 78.6 %        | 75.0 %         | Q27                                                              | Yes                                                                      | No               |
| Responsibility      | 71.4 %                                                       | <b>92.9 %</b> | 66.7 %         | Q40                                                              | Yes                                                                      | No               |
| Explainability      | 92.9 %                                                       | 85.7 %        | <b>50.0 %</b>  | Q28                                                              | Yes                                                                      | Yes              |
|                     |                                                              |               |                | Q25                                                              | Yes                                                                      | No               |
| Safety and security | 78.6 %                                                       | 78.6 %        | 66.7 %         | Q43                                                              | Yes                                                                      | Yes              |
| Accountability      | 78.6 %                                                       | 85.7 %        | <b>58.3 %</b>  | Q44                                                              | Yes                                                                      | Yes              |
| Human rights        | 78.6 %                                                       | 64.3 %        | <b>41.7 %</b>  | Q26                                                              | Yes                                                                      | Yes              |
| Contestability      | 50.0 %                                                       | 57.1 %        | <b>8.3 %</b>   | Q29                                                              | Yes                                                                      | Yes              |
|                     |                                                              |               |                | Q30                                                              | Yes                                                                      | Yes              |
|                     |                                                              |               |                | Q39                                                              | Yes                                                                      | Yes              |
| Accuracy            | 50.0 %                                                       | 50.0 %        | <b>16.7 %</b>  | Q42                                                              | Yes                                                                      | No               |

**Table 6**

Significant (p &lt; .05) ANOVA post-hoc (Dunn-Bonferroni) test results for mean differences between AI concerns and Regulatory stringency single items.

| Citizen AI concerns                           |                 | Mean difference (I-J) | Std. Error | Significance | 95 % CI for difference |       |
|-----------------------------------------------|-----------------|-----------------------|------------|--------------|------------------------|-------|
| I                                             | J               |                       |            |              | Lower                  | Upper |
| Fundamental rights                            | Safety          | ,483*                 | 0,099      | 0,000        | 0,185                  | 0,781 |
|                                               | Legality        | ,393*                 | 0,085      | 0,000        | 0,135                  | 0,651 |
|                                               | Accuracy        | ,584*                 | 0,138      | 0,001        | 0,167                  | 1,001 |
| <b>Citizen demanded regulatory stringency</b> |                 |                       |            |              |                        |       |
| Clear liability and safety rules              | Data quality    | ,323*                 | 0,093      | 0,012        | 0,043                  | 0,603 |
|                                               | Record keeping  | ,417*                 | 0,079      | 0,000        | 0,178                  | 0,655 |
|                                               | Transparency    | ,302*                 | 0,087      | 0,011        | 0,042                  | 0,563 |
|                                               | Robustness      | ,396*                 | 0,078      | 0,000        | 0,162                  | 0,630 |
|                                               | Human oversight | ,292*                 | 0,077      | 0,004        | 0,060                  | 0,523 |

\*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Bonferroni

**Table 7**

Significant (p &lt; .05) ANOVA post-hoc (Dunn-Bonferroni) test results for mean differences of AI concerns and Regulatory stringency single items between stakeholder groups.

| Stakeholders |          | Dependent variables AI concerns                         |                                                      |                                                         |
|--------------|----------|---------------------------------------------------------|------------------------------------------------------|---------------------------------------------------------|
| I            | J        | AI may endanger safety                                  | AI may cause discrimination                          | AI may complicate legality                              |
| Citizens     | Business | M_diff (I-J):<br>0.53; p < .01, 95 % CI [0.16, 0.90]    |                                                      |                                                         |
|              |          | M_diff (I-J):<br>-0.67; p < .01, 95 % CI [-1.04, -0.03] | M_diff (I-J): -0.48; p < .01, 95 % CI [-0.82, -0.14] | M_diff (I-J):<br>-0.43; p = .03, 95 % CI [-0.83, -0.02] |
|              | State    | M_diff (I-J):<br>-0.6; p < .01, 95 % CI [-1.06, -0.14]  | M_diff (I-J): -0.45; p = .03, 95 % CI [-0.87, -0.03] |                                                         |
|              | NGO      | Dependent variables Regulatory stringency               |                                                      |                                                         |
|              | Business | Robustness                                              | Human oversight                                      | Liability & safety rules                                |
|              |          |                                                         | M_diff (I-J): 0.39; p < .01, 95 % CI [0.09, 0.69]    | M_diff (I-J):<br>0.41; p < .01, 95 % CI [0.17, 0.64]    |
| Citizens     | State    |                                                         | M_diff (I-J): -0.34; p = .04, 95 % CI [-0.68, -0.01] |                                                         |
|              | NGO      | M_diff (I-J):<br>-0.51; p < .01, 95 % CI [-0.90, -0.12] |                                                      |                                                         |
|              |          |                                                         |                                                      |                                                         |

Based on observed means.

to all AI systems, although there may be different degrees of stringency or different measures' (F528947).

### 3.3. Study 2

#### 3.3.1. Data

The sample was recruited through the platform Pollfish using a country-level purposive sampling approach, the most common form of non-probability sampling (Guest, Bunce, & Johnson, 2006). The selected countries were chosen because AI-friendly views and low demand for regulatory requirements are common in Finland, the opposite is true in Portugal, and Germany falls in between (Tallberg et al., 2024). With proper statistical adjustments, non-probability sampling via Pollfish is a valuable tool, even when compared to probability-based studies (Goel, Obeng & Rotschild, 2015). Responses were collected between April 28 and June 19, 2024. After excluding participants with a response time < 5 min, an incorrect answer to the control question, or straight-line responding, the overall sample (N = 296) was reduced to N = 251, balanced across Germany (N = 86), Finland (N = 85), and Portugal (N = 80). Participants ranged in age from 19 to 73 (M = 41, SD = 13.08) and mostly held higher education degrees (34 % master's and above, 26 % bachelor's, 21 % professional training). Participants reported having 'basic' (40 %), 'good' (37 %), 'deep' (12 %), or 'very deep' (9 %) AI knowledge (see Table A.2.12).

#### 3.3.2. Method

The online questionnaire began with standard sociodemographic questions (e.g., gender, age). Participants were then asked to rate the

importance of an extensive set of values, comprising 16 PVs from Meynhardt's (2009)<sup>2</sup> PV Landscape, extended by convergent (Rudschies et al., 2021)<sup>3</sup> and HLEG (2019)<sup>4</sup> ethical principles, as well as goals of the AIA (EC, 2024). After eliminating duplicate values, we derived 36 theoretically and empirically grounded public and ethical AI values. These encompass concerns that were neglected in the EU's PC but deemed important by citizens (see Table A.1.11). The values were assigned to the four PV dimensions (see Fig. 3) and assessed on a six-point Likert scale (1 = 'very unimportant' to 6 = 'very important'). Since values present vague concepts (Mittelstadt, 2019), a 'not applicable' option was included to prevent unintended responses. The relation to unregulated AI and AI regulation was rated on a five-point Likert scale (1 = 'very negative' to 6 = 'very positive'), as was the intention to use, purchase and recommend regulated as well as unregulated AI (1 = 'I totally disagree' to 6 = 'I totally agree').

### 3.3.3. Results

The quantitative analysis starts with an examination of the importance of values for the regulation of AI among EU citizens. Our survey included responses from 251 participants, yielding 8923 value ratings evaluated as single items and clustered along the four PV dimensions. All four dimensions demonstrated high reliability (Cronbach's  $\alpha > 0.86$ ; see Table A.2.13) and, along with all single items, were rated considerably closer to the maximum (6) than the minimum (1) of the scale (see Table A.2.14). Value ratings aggregated by PV dimension and to single-item ratings. For single items (sphericity rejected: Mauchly-W(629) = 0.000,  $p < .001$ ), the Greenhouse-Geisser Epsilon ( $\epsilon = 0.527$ ) is also significant (F(18,4060) = 15.294,  $p < .001$ ,  $\eta^2 = 0.065$ ). Dunn-Bonferroni post-hoc test results for mean differences between value pairs (see Table A.2.16) reveal that values like (Cyber-)security, Data privacy, Justice, Fundamental rights, Robustness, Freedom, Trust, Common good and Non-maleficence are rated significantly ( $p < .05$ ) more important than Stakeholder participation, Subsidiarity, and Capabilities of institutions. Fig. 3 shows the rated importance by quartiles.

For the four PV dimensions (sphericity rejected: Mauchly-W(5) = 0.808,  $p < .001$ , see Table A.2.15), we applied the Huynh-Feldt Epsilon ( $\epsilon = 0.875$ ) (Abdi, 2010), which indicates a significant relationship (F(3,750) = 11.796,  $p < .001$ ,  $\eta^2 = 0.045$ ) between rated value importance and the value dimension, with a weak effect size of  $r = 0.21$  (Cohen, 1992). Dunn-Bonferroni post-hoc tests for pairwise dimension comparisons show a significantly higher rated importance of the ME dimension (M = 4.95, SD = 0.98) than of the IU (M = 4.81, SD = 0.82) and PS dimension (M = 4.75, SD = 0.82), where the latter is also perceived less important than the HA dimension (M = 4.86, SD = 0.79) (see Table 8).

Since the first analysis revealed that EU citizens rated the importance of new legislation significantly higher than other stakeholder groups on average, but it could not be concluded whether this entails hard or soft law approaches, we analyzed the relation of the sample towards regulated and unregulated AI. Paired *t*-tests indicate that the difference is significant with a weak effect size (Cohen, 1992). In addition, citizens are significantly more likely to use, purchase, and recommend regulated compared to unregulated AI technology with strong effect sizes  $r > 0.5$  (Cohen, 1992) (see Table 9, and A.2.17 and A.2.18 for holistic results).

<sup>2</sup> Changes: Reliability to Accountability; Service quality to User orientation; Equal opportunities to Equality; Self-initiative to Autonomy; Beauty of public places to Common good; Openness to Transparency; Secrecy to Data privacy

<sup>3</sup> Changes: Responsibility to Integrity, Beneficence to Common Good based on Jobin et al., 2019 coding scheme

<sup>4</sup> Changes: Explicability to Explainability, Rule of law to Legality, Non-discrimination to Fairness based Jobin et al., 2019

## 4. Discussion

AI governance and ethics have a blind spot: citizen preferences regarding broader PVs. Integrating this perspective enables AI developers and regulators to strengthen the perceived societal benefits of AI and its regulation, thereby fostering trust and broad technology acceptance. Ultimately, citizens are most impacted by AI and will determine its success as the authorizing environment (Moore, 1995). They do so through the allocation of their capital either directly through the purchase and use of AI solutions or indirectly via taxes and democratic votes. This issue is particularly salient for the EU, the first global actor to adopt a hard law approach to AI but with minimal involvement of the public (Coeckelbergh, 2025). In the following, we discuss the implications of our findings for AI governance in general and the EU in particular. The discussion is structured around this paper's three research questions on citizens' (i) regulatory preferences, and (ii) value preferences, also in (iii) comparison to other stakeholder groups. Last, we elaborate on implications for research.

### 4.1. Implications

#### 4.1.1. Regulatory (hard vs. soft law) preferences of citizens for AI in the EU

Our findings show that EU citizens prefer regulated AI over unregulated alternatives. This is reflected in significantly higher intentions to use, purchase, and recommend bindingly regulated AI compared to unregulated AI. While the EU has faced criticism for its stringent regulatory stance compared to the more flexible, market-led approaches in the US and UK, our findings suggest this regulatory approach aligns with citizen preferences. Qualitative results show that this preference is made with careful consideration of potential negative impacts of binding regulation on innovation. The recently proposed AI Continent action plan (EC, 2025), which hints at loosening AI regulation to boost innovation, therefore contradicts public sentiment. Instead of taking a step back, we recommend EU policymakers refine the AIA and align it more closely with citizen's value preferences, since value congruence is a critical predictor of the acceptance and adoption of technology and regulatory legitimacy (Poortinga & Pidgeon, 2005). The insights below can serve to guide such adaptations.

#### 4.1.2. Value preferences of citizens for the regulation of AI in the EU

The results of our two studies concerning citizen value preferences for AI regulation are threefold. First, we identified value priorities of citizens as elicited in the EU's PC (EC – European Commission, 2020b). Citizens judge clear Liability and safety rules to be the most important requirement for AI regulation. Representing the values of Security/Safety and Accountability, this matches the findings of Kieslich et al. (2022) and stresses the value of responsible AI design methods leveraged to prevent undesirable societal impacts (Agarwal & Mishra, 2021; Dignum, 2017). Consistent with earlier qualitative research (Sheir, Manzini, Smith, & Ives, 2025), open responses show that citizens expect AI organizations to be held ultimately accountable for the products they market, abiding by the law and ensuring transparency in decision-making. Although aware of the 'many hands' problem of dispersed responsibility (Coeckelbergh, 2020), citizens reject proposals to make AI systems themselves accountable. Society instead demands a clear allocation of responsibilities: organizations must uphold ethical principles and avoid infringing fundamental rights, while governments must ensure corporate accountability through robust product liability frameworks. The AIA, which at its core is such a product liability framework grounded in fundamental rights and ethics, is therefore appropriate.

Second, citizens' concerns extend beyond those explicitly assessed in the EU's PC, which focused narrowly on Safety, Fundamental rights, Discrimination, Explainability, Legality, and Accuracy. While these values mirror convergent ethical principles (Rudschies et al., 2021), our results show that they are insufficient, as they neglect broader risks to

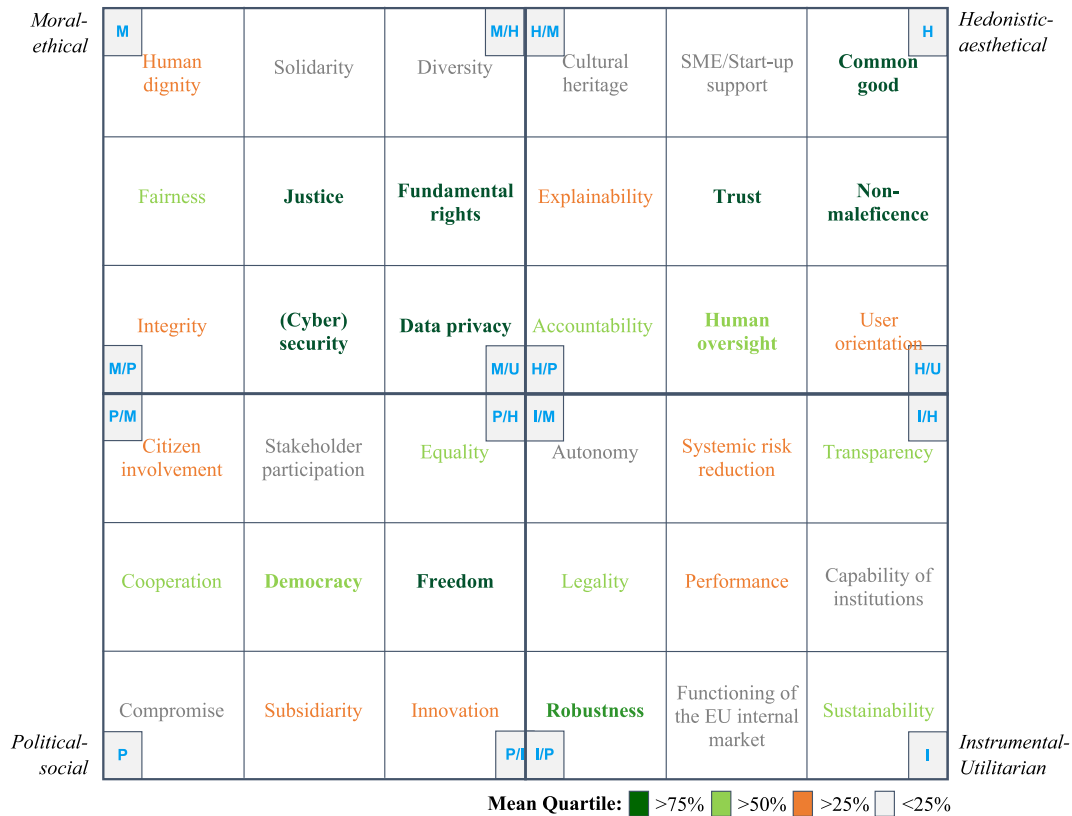


Fig. 3. AI PV Landscape (Meynhardt, 2009; own depiction approved by the author) results.

Table 8

Significant ( $p < .05$ ) ANOVA post-hoc (Dunn-Bonferroni) test results for differences of PV dimension rated means.

| AI PV Landscape value dimension |    | Mean difference (I-J) | Std. Error | Significance | 95 % CI for difference |       |
|---------------------------------|----|-----------------------|------------|--------------|------------------------|-------|
| I                               | J  |                       |            |              | Lower                  | Upper |
| HA                              | PS | .111                  | 0.031      | 0.003        | 0.028                  | 0.193 |
| ME                              | IU | 0.148                 | 0.033      | <0.001       | 0.060                  | 0.236 |
|                                 | PS | 0.209                 | 0.043      | <0.001       | 0.094                  | 0.324 |

\*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Bonferroni.

individuals, communities, cultural values, and the environment. Specifically, multiple PVs along the PS and HA dimensions such as Freedom, Trust, Democracy, Cooperation, and Innovation are appreciated by citizens but overlooked (see Table 10).

This gap might stem from organization-led discussions that

emphasize technological perspectives, privileging surrogate values that can be addressed through technical fixes and are assumed to reduce risks, thereby increasing adoption and economic benefits. However, this view has been rejected by innovation economists (Bozeman & Sarewitz, 2011). Even if it were true, one may ask why principles that indirectly promote societal well-being should take precedence over well-being itself. Science and technology studies therefore advocate a sociotechnical

Table 10

PVs not entailed in EU Public Consultation and convergent ethical principles.

| PV Dimension                | Mean importance quartile > 75 %     | >50 %                  | >25 %                                         |
|-----------------------------|-------------------------------------|------------------------|-----------------------------------------------|
| Political-social (PV)       | Freedom                             | Democracy, Cooperation | Citizen Involvement, Innovation, Subsidiarity |
| Hedonistic-aesthetical (HA) | Common good, Trust, Non-maleficence | User orientation       |                                               |

Table 9

Paired t-test results for attitudes and behavioral intentions towards (un-)regulated AI.

| Item-Pair                                              | Mean Diff | Std. Error<br>of Mean | 95 % CI |        | T      | df  | One-<br>tailed p | Two-<br>tailed p | r    |
|--------------------------------------------------------|-----------|-----------------------|---------|--------|--------|-----|------------------|------------------|------|
|                                                        |           |                       | lower   | upper  |        |     |                  |                  |      |
| Relation to AI -<br>Relation to AI regulation          | -0.137    | 0.061                 | -0.257  | -0.017 | -2.241 | 248 | 0.013            | 0.026            | 0.14 |
| Use of regulated AI -<br>Use of unregulated AI         | 1.028     | 0.094                 | 0.844   | 1.213  | 10.961 | 246 | <0.001           | <0.001           | 0.57 |
| Purchase of regulated AI<br>Purchase of unregulated AI | 0.903     | 0.089                 | 0.727   | 1.079  | 10.119 | 246 | <0.001           | <0.001           | 0.54 |
| Recomm. of regulated AI -<br>Recomm. of unregulated AI | 0.996     | 0.09                  | 0.819   | 1.173  | 11.079 | 246 | <0.001           | <0.001           | 0.57 |

systems perspective, recognizing that AI is socially embedded and constituted with far-reaching implications on all aspects of human life (Kudina & van de Poel, 2024). Yet, we expect that such a shift alone does not lead to improved value alignment. In its *Assessment List for Trustworthy AI* (ALTAI; HLEG, 2018), which is a critical source for the self-evaluation of all non-high-risk AI systems in the EU, the HLEG asks firms to assess impacts of AI on 'societal and environmental well-being'. In practice, however, companies lack the necessary measures to evaluate such broader, long-term impacts, which often causes the omission of this point (Borg et al., 2021). Thereby, the EU loses the only ALTAI principle that is directly concerned with societal well-being. It can therefore be questioned if conformity with its selected principles should serve as a marker for 'Trustworthy AI', which the EU defines as AI serving the common good (Paul, 2022). Our findings indicate that PV methodology and tools can fill this gap by helping companies to assess the impacts of their solutions on PVs. The AI PV Landscape contains 36 public and ethical values deemed important to AI and its regulation by citizens in the EU and thus serve as a yardstick for AI-related actions (Meynhardt, 2009). Organizations should ensure that their AI systems meet the expectations of citizens regarding this extended value set. Eliciting opinions of users and citizens on the impact of their solutions along these values can serve to identify blind spots of value creation, where intended value impacts fall short of reality and how value creation can be balanced across value dimensions and single values. One example is that the analysis of the EU PC's open answers has revealed that citizens are aware that too much regulation could hinder innovation. Accounting for broader PVs brings about a more nuanced perspective: while citizens emphasize the importance of binding regulation to protect certain rights and values, they are pragmatic in accepting trade-offs when innovation benefits society. Notably, our analysis identifies five values considered more important than innovation and thus non-negotiable: Fundamental rights, (Cyber-)security, Data privacy, Justice, and Freedom. It is important to consider that value priorities vary across publics. Journalists, for example, place particular emphasis on truth, impartiality, and originality (Komatsu et al., 2020), which may be less salient in other professions. We therefore motivate to derive local value landscapes tailored to the concerned publics by adapting the AI PV framework deductively or inductively, for instance by applying Meynhardt's (2009, p. 209) four guiding questions: (1) what are political chances and risks? (2) what positive or negative experiences are associated with our action for the individual, (3) what is the rational basis and cost-benefit ratio?, (4) what are moral implications of the individual as a 'person'.

Third, values of the ME dimension on average were rated significantly more important than those of the IU and PS dimensions. This finding underscores the centrality of the ongoing debates on which normative principles should guide AI development and governance. Far from being a mere theoretical exercise, regulators, companies, and public institutions seeking public trust and technology acceptance rely on insights to advance in this regard. Rather than relying on expert judgements or trying to find a consensus between principles published in ethical guidelines, we argue that the final decision on ethical AI must be left to the ultimate arbiter of value: the public. This involves directly engaging with citizens to understand their interpretations of ethical AI. Based on our findings, it is constituted by the values of Justice, (Cyber-)security, Data Privacy, Fundamental Rights, Fairness, Dignity, and Integrity. Notably, Justice, Integrity and Dignity are absent from convergent ethical principles (Rudschies et al., 2021), indicating a significant gap between institutional ethical frameworks and PVs.

Taking these findings into account, it becomes evident that the EU's decision to ground the AIA in ethics guidelines and fundamental rights was a step in the right direction. The AIA explicitly names the protection of citizen rights, which concern values strongly emphasized by the public, as one of its three core objectives. Moreover, the HLEG's ethical principles and requirements cover most of the 18 highest-ranked values out of the 36 constituting the AI public PV Landscape except for Security, Legality and Democracy. Beyond these, other political-social PVs

such as Citizen involvement, Compromise and Innovation as well as the hedonistic-aesthetic values User-orientation and Cultural heritage are also missing from the EU's current framework. These values are more long-term oriented and play a vital role in fostering societal well-being and cohesion. Strengthening their presence in AI governance will help meet fundamental human needs for positive relationships and maximizing pleasure, ultimately contributing to greater legitimacy and trust in AI regulation and the technology itself. As our assessment has focused on prescriptive values outlined by the EU and its HLEG, we motivate future research to analyze the actual PVs content and public value impact of the AIA.

#### 4.1.3. Comparison of regulatory and value preferences of citizens to those of other stakeholders

Study 1 showed that EU citizens adopt a moderate position on AI regulation. They favor less stringent approaches than state and NGO actors, who express high levels of AI concerns and demand novel and stringent legal requirements. At the same time, they are more cautious than private businesses, which show lower AI concerns and advocate for minimal legal intervention to facilitate innovation. This aligns with previous findings in Germany (e.g., Kieslich et al., 2022; Koenig et al., 2023) and is also evident at the item level: citizens express fewer concerns than state actors about Legality and Human oversight, but more than business stakeholders. Moreover, citizens regard Safety and Discrimination as important concerns, though less so than state stakeholders, and they assign significantly greater importance to clear Liability and safety rules than businesses do.

Study 2 revealed that EU citizens value principles often not captured in ethics guidelines (Rudschies et al., 2021). They place high importance on values central to the PS dimension such as Freedom and Democracy, values associated with the HA dimension such as Explainability, Non-maleficence, and Accountability, and values of the IU dimension such as Accuracy and Sustainability. These divergences suggest that ethics guidelines do not fully reflect public expectations, underscoring the need to bridge the gap between institutional norms and societal values.

In pursuing the dual objective of protecting citizens from adverse AI impacts while fostering innovation and economic growth, the AIA would benefit from further refinement and regular updating. While the value preferences identified in our study provide a basis for such improvements, enhanced citizen participation emerges as a critical means of achieving them. Involving citizens directly in the regulatory and technological development and decision-making process can provide a balanced perspective and thus facilitate the complicated task of reconciling competing special interests of public and private organizations. This conciliatory role is particularly important in policy environments where regulation is often framed in binary terms - either as a barrier to innovation or as an essential safeguard against harm. In this regard, Chile serves as a benchmark among OECD countries by actively working with the public throughout the entire AI governance process and ensuring that concerns and aspirations are met (Aaronson & Zable, 2023). Strengthening public engagement would also enhance the EU's legitimacy, provide a democratic mandate for governing AI, and increase acceptance of both AI regulation and the technology itself. Most importantly, it would help ensure that the intended impacts of AI regulation align with citizens' perceptions and lived experiences. Acting on expert-derived ethical principles may be a necessary starting point, but our analysis shows that regulation cannot achieve its goals if values deemed important by the public are excluded.

#### 4.1.4. AI PVs: implications for research

In addition to practical implications, our study contributes to multiple research fields. First, it adds to the growing field of research of stakeholder preferences regarding values of AI and its regulation. While this area of research is expanding, empirical insights remain limited, especially regarding the preferences of citizens (e.g., Ehret, 2022; Kieslich et al., 2022; Kleizen et al., 2023). Second, it introduces the concept

of PVs, including respective tools for AI governance. This allows us to add a societal perspective to the technologically centered AI ethics discussion and addresses the lack of empirical evidence in PV research itself (Fukumoto & Bozeman, 2019; Hartley et al., 2017). To this end, we have adapted the Public Value (PV) Landscape originally developed by Meynhardt (2009) to the field of AI. Our revised framework incorporates a broader set of values grounded in AI ethics theory and empirical research, thereby establishing an inventory of PVs from a citizen perspective, which is the most important duty of PV research (Beck-Jørgensen & Bozeman, 2007). The AI PV Landscape provides a framework to assess the importance of values for AI and its regulation as perceived by the public, grounded in empirically validated PV dimensions. By using this framework to systematically capture citizen perceptions that often function as early indicators of policy legitimacy and technology acceptance, public and private organizations are better equipped to ensure that AI systems and governance structures are aligned with the values of the public. In doing so, they can help guide the development of AI in a way that is genuinely human-centric.

#### 4.2. Limitations

Several limitations should be considered when interpreting the findings of this study. First, in measuring AI concerns and preferences for regulatory stringency, we assume that higher importance ratings indicate stronger concerns and a greater preference for hard law approaches. While this assumption is common in similar studies (e.g., Tallberg et al., 2024), it has not yet been empirically validated. Second, the extension of Meynhardt's (2009) PV Landscape is based solely on empirical findings for values identified in the coding schemes of Rudschies et al. (2021) and value relations outlined by Beck-Jørgensen and Bozeman (2007). The assignment of all other values to the four PV dimensions was based on the author's evaluation. As for all values, this assignment relies on the

history and knowledge of the author and can be contested (see Meynhardt, 2009). Even though reliability analysis demonstrated strong internal consistency for all derived PV dimensions, replicability cannot be fully assured. This concern also applies to the qualitative coding process, which similarly relies on interpretive judgment and therefore limits the reliability and replicability of identified codes and themes. Third, the AI PV Landscape is adapted from a conceptual framework rooted in Western democratic contexts and informed by ethical principles primarily developed in the Global North. As such, its relevance may be limited to Western democratic societies. We therefore encourage further research to validate and extend the PV framework in more diverse global contexts.

Additional limitations arise from our second study's methodology. We collected empirical data via a non-probabilistic online survey on a country level through the platform Pollfish, targeting participants in Portugal, Germany, and Finland. This approach was chosen as we aimed at covering the largest share of variance selecting countries with opposing views regarding AI regulatory stringency (EC – European Commission, 2020b). However, it causes two main empirical constraints that restrict the external validity of our results. First, the sample is not representative of either the EU's society, as we only cover a small fraction of EU countries, or the selected countries. The high proportion of academics and respondents with cognitive or analytical jobs underlines the limited representativeness of our sample. Moreover, the findings could be affected by self-selection bias, favoring individuals with a particular interest in, experience with, or perspective on AI. The estimates obtained could therefore be limited in their generalizability and validity. We recommend future research to include representative samples of EU society overall and all member states to make representative claims about EU citizens and allow for local analyses and inter-country comparisons. Second, more than 15 % of respondents had to be excluded from our initial sample due to survey completion times of

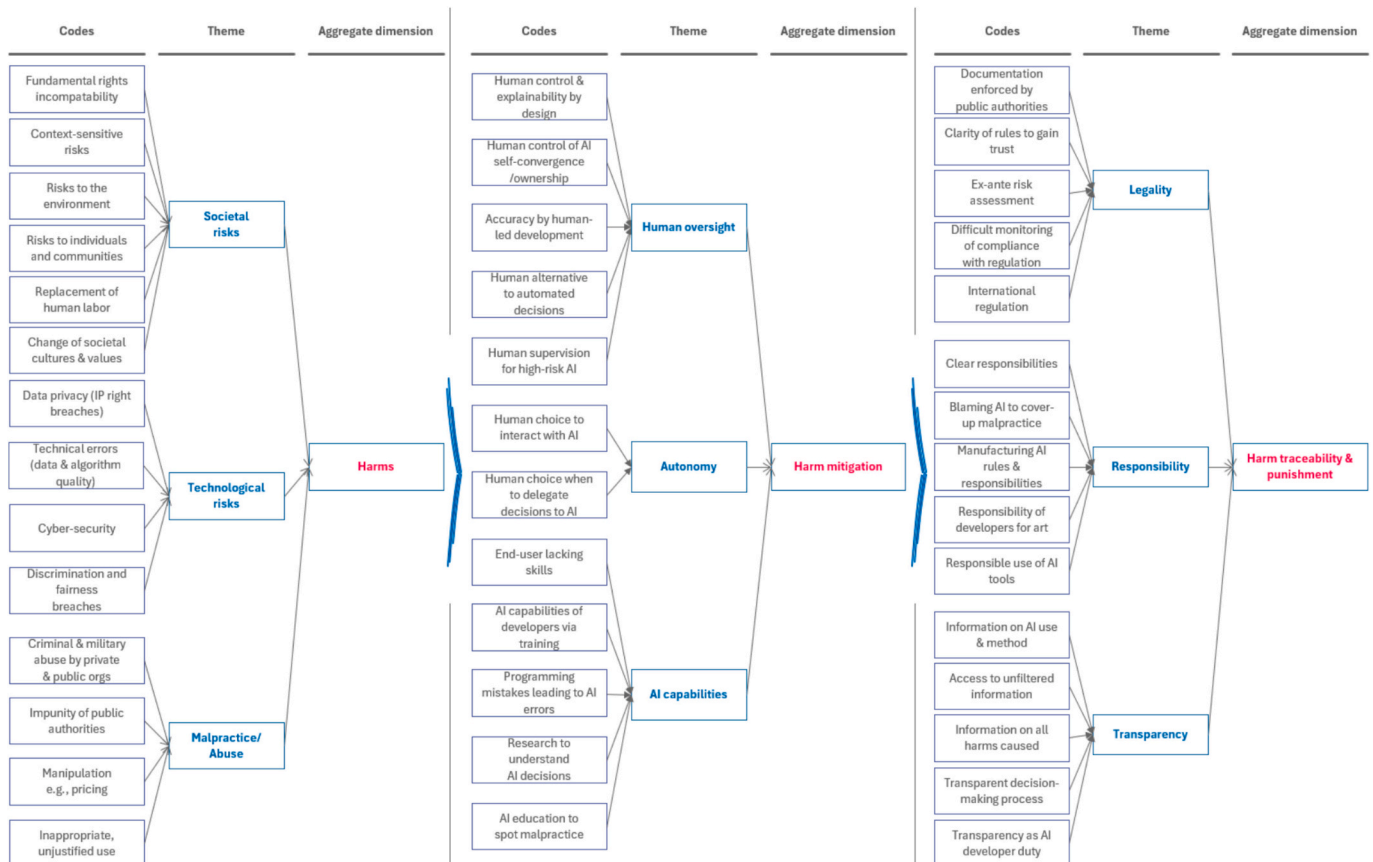


Fig. A.1. Citizen's extended AI concerns raised in open answers of the EU's Public Consultation

less than five minutes or incorrect answers to control questions. To validate the findings of our initial sample, the survey's distribution across other platforms is therefore recommended.

## 5. Conclusion

Public and private organizations worldwide have committed to ensuring human-centric AI by aligning these emerging technologies with human values, as exemplified by the EU's pioneering AIA. However, the discourse on which values should guide this alignment has been dominated by public and private organizations - often marginalizing societal perspectives and neglecting broader values that are non-technological and non-normative. For the EU this gap is reinforced by limited societal participation in AI governance and by the lack of robust, theory-driven, and empirically validated tools for assessing values beyond ethics, technological functionality and economic utility.

Drawing on two mixed-methods studies and a newly developed AI PV Landscape grounded in PV theory, our research reveals three central findings: (i) citizens prefer binding regulation of AI; (ii) they value ethical and technological principles, but also emphasize broader, non-technological and non-normative values, with particular importance placed on the moral-ethical value dimension; and (iii) citizens balance the competing interests of private and public stakeholders in AI governance. These results underscore that the EU's adoption of the world's first binding AI regulation resonates with citizen preferences and marks a significant step towards aligning governance with public needs.

Future improvements to value alignment in the EU's AI governance approach should be guided by societal value preferences and grounded in enhanced public participation. This would not only strengthen the EU's democratic mandate and regulatory legitimacy but also generate PV by fostering AI technology and governance that is genuinely human-centric.

## Appendix A. Appendix

See Fig. A.1

## Appendix B. Appendix

### B.1. Analysis 1 – Figures and Tables

All following analysis leverage data of EC – European Commission (2020b). White Paper on Artificial Intelligence – a European approach to excellence and trust. Retrieved from: [https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12527-Artificial-intelligence-ethics-and-legal-requirements\\_en](https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12527-Artificial-intelligence-ethics-and-legal-requirements_en)

#### B.1.1. Descriptives AI concerns and regulatory stringency per stakeholder group

|                       | Stakeholder group | N   | Mean   | STD      | SE      | 95 % CI Minimum | 95 % CI Maximum | Minimum | Maximum |
|-----------------------|-------------------|-----|--------|----------|---------|-----------------|-----------------|---------|---------|
| AI concerns           | 1 = Expert        | 82  | 43,565 | 0,65,088 | 0,07188 | 42,135          | 44,995          | 2,17    | 5       |
|                       | 2 = Business      | 181 | 39,296 | 0,69,676 | 0,05179 | 38,274          | 40,318          | 1       | 5       |
|                       | 3 = NGOs          | 103 | 45,735 | 0,61,312 | 0,06041 | 44,536          | 46,933          | 2,5     | 5       |
|                       | 4 = Citizens      | 104 | 4196   | 0,82,036 | 0,08044 | 40,365          | 43,555          | 1       | 5       |
|                       | 5 = State         | 51  | 45,614 | 0,50,953 | 0,07135 | 44,181          | 47,047          | 3,33    | 5       |
|                       | 6 = Other         | 38  | 45,417 | 0,55,877 | 0,09064 | 4358            | 47,253          | 3       | 5       |
|                       | Overall           | 559 | 42,975 | 0,72,416 | 0,03057 | 43,189          | 42,761          | 1       | 5       |
|                       | 1 = Expert        | 80  | 45,454 | 0,47,725 | 0,05338 | 44,392          | 46,516          | 3       | 5       |
|                       | 2 = Business      | 176 | 41,908 | 0,66,889 | 0,05042 | 40,913          | 42,903          | 1       | 5       |
|                       | 3 = NGO           | 104 | 44,731 | 0,73,713 | 0,07235 | 43,302          | 4616            | 1       | 5       |
|                       | 4 = Citizens      | 102 | 44,458 | 0,60,331 | 0,05974 | 43,273          | 45,643          | 1       | 5       |
|                       | 5 = State         | 51  | 45,834 | 0,34,698 | 0,04859 | 44,763          | 48,525          | 3,67    | 5       |
|                       | 6 = Other         | 40  | 47,975 | 0,29,375 | 0,04645 | 47,045          | 48,905          | 3,83    | 5       |
| Regulatory stringency | Overall           | 553 | 44,865 | 0,5935   | 0,02524 | 44,369          | 4536            | 1       | 5       |

## CRediT authorship contribution statement

**Valentin Wittmann:** Writing – review & editing, Writing – original draft, Visualization, Software, Project administration, Methodology, Investigation, Formal analysis, Data curation, Conceptualization. **Timo Meynhardt:** Writing – review & editing, Validation, Supervision, Project administration, Methodology, Investigation, Conceptualization.

## Author statement

The author confirms that this manuscript is original, has not been published previously, and is not currently under consideration for publication elsewhere. All research was conducted in accordance with relevant ethical guidelines. The author was solely responsible for the conception, design, data collection, analysis, interpretation, and writing of the manuscript. No conflicts of interest are declared.

## Declaration of generative AI and AI-assisted technologies in the writing process

During the preparation of this work the author(s) used [ww.deepl.com](https://www.deepl.com) to translate open answers of the EU's Public Consultation to English. After using this tool, the author(s) reviewed and edited the content as needed and take(s) full responsibility for the content of the published article.

## Declaration of competing interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

## B.1.2. Descriptives AI concerns single items and regulatory stringency single items per stakeholder group

| AI concerns                                                                                                                              | Stakeholder group                                  | Mean | N     | STD   |
|------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|------|-------|-------|
| Concerns_AI may endanger safety                                                                                                          | 1 = Expert                                         | 4,31 | 74    | 0,859 |
|                                                                                                                                          | 2 = Business                                       | 4,06 | 158   | 0,901 |
|                                                                                                                                          | 3 = NGOs                                           | 4,68 | 100   | 0,665 |
|                                                                                                                                          | 4 = Citizens                                       | 4,01 | 89    | 1,143 |
|                                                                                                                                          | 5 = State                                          | 4,61 | 46    | 0,614 |
|                                                                                                                                          | 6 = Other                                          | 4,67 | 33    | 0,595 |
|                                                                                                                                          | Overall                                            | 4,30 | 500   | 0,904 |
|                                                                                                                                          | 1 = Expert                                         | 4,65 | 74    | 0,766 |
|                                                                                                                                          | 2 = Business                                       | 4,26 | 158   | 0,861 |
|                                                                                                                                          | 3 = NGOs                                           | 4,83 | 100   | 0,493 |
| Concerns_AI may breach fundamental rights (such as human dignity, privacy, data protection, freedom of expression, workers' rights etc.) | 4 = Citizens                                       | 4,49 | 89    | 1,001 |
|                                                                                                                                          | 5 = State                                          | 4,72 | 46    | 0,584 |
|                                                                                                                                          | 6 = Other                                          | 4,70 | 33    | 0,770 |
|                                                                                                                                          | Overall                                            | 4,54 | 500   | 0,813 |
|                                                                                                                                          | 1 = Expert                                         | 4,55 | 74    | 0,724 |
|                                                                                                                                          | 2 = Business                                       | 4,23 | 158   | 0,836 |
|                                                                                                                                          | 3 = NGOs                                           | 4,77 | 100   | 0,566 |
|                                                                                                                                          | 4 = Citizens                                       | 4,29 | 89    | 1,014 |
|                                                                                                                                          | 5 = State                                          | 4,74 | 46    | 0,491 |
|                                                                                                                                          | 6 = Other                                          | 4,73 | 33    | 0,876 |
| Concerns_The use of AI may lead to discriminatory outcomes                                                                               | Overall                                            | 4,48 | 500   | 0,817 |
|                                                                                                                                          | 1 = Expert                                         | 4,47 | 74    | 0,763 |
|                                                                                                                                          | 2 = Business                                       | 3,84 | 158   | 0,957 |
|                                                                                                                                          | 3 = NGOs                                           | 4,49 | 100   | 0,847 |
|                                                                                                                                          | 4 = Citizens                                       | 4,17 | 89    | 1,090 |
|                                                                                                                                          | 5 = State                                          | 4,35 | 46    | 0,849 |
|                                                                                                                                          | 6 = Other                                          | 4,58 | 33    | 0,663 |
|                                                                                                                                          | Overall                                            | 4,22 | 500   | 0,948 |
|                                                                                                                                          | 1 = Expert                                         | 4,11 | 74    | 1,028 |
|                                                                                                                                          | 2 = Business                                       | 3,57 | 158   | 0,980 |
| Concerns_AI may take actions for which the rationale cannot be explained                                                                 | 3 = NGOs                                           | 4,53 | 100   | 0,771 |
|                                                                                                                                          | 4 = Citizens                                       | 4,10 | 89    | 1,088 |
|                                                                                                                                          | 5 = State                                          | 4,39 | 46    | 0,802 |
|                                                                                                                                          | 6 = Other                                          | 4,42 | 33    | 0,792 |
|                                                                                                                                          | Overall                                            | 4,07 | 500   | 1,011 |
|                                                                                                                                          | 1 = Expert                                         | 4,24 | 74    | 0,991 |
|                                                                                                                                          | 2 = Business                                       | 3,57 | 158   | 0,999 |
|                                                                                                                                          | 3 = NGOs                                           | 4,31 | 100   | 0,918 |
|                                                                                                                                          | 4 = Citizens                                       | 3,91 | 89    | 1,203 |
|                                                                                                                                          | 5 = State                                          | 4,37 | 46    | 0,878 |
| Concerns_AI is not always accurate                                                                                                       | 6 = Other                                          | 4,64 | 33    | 0,783 |
|                                                                                                                                          | Overall                                            | 4,02 | 500   | 1,056 |
|                                                                                                                                          |                                                    |      |       |       |
| Regulatory stringency                                                                                                                    | Stakeholder group                                  | Mean | N     | STD   |
| Requirements_The quality of training data sets                                                                                           | 1 = Expert                                         | 4,57 | 0,704 | 74    |
|                                                                                                                                          | 2 = Business                                       | 4,11 | 1015  | 168   |
|                                                                                                                                          | 3 = NGOs                                           | 4,72 | 0,697 | 100   |
|                                                                                                                                          | 4 = Citizens                                       | 4,42 | 0,842 | 96    |
|                                                                                                                                          | 5 = State                                          | 4,73 | 0,531 | 49    |
|                                                                                                                                          | 6 = Other                                          | 4,83 | 0,609 | 36    |
|                                                                                                                                          | Overall                                            | 4,46 | 0,862 | 523   |
|                                                                                                                                          | 1 = Expert                                         | 4,43 | 0,778 | 74    |
|                                                                                                                                          | 2 = Business                                       | 4,11 | 0,878 | 168   |
|                                                                                                                                          | 3 = NGOs                                           | 4,58 | 0,768 | 100   |
| Requirements_The keeping of records and data                                                                                             | 4 = Citizens                                       | 4,32 | 0,864 | 96    |
|                                                                                                                                          | 5 = State                                          | 4,61 | 0,606 | 49    |
|                                                                                                                                          | 6 = Other                                          | 4,58 | 0,692 | 36    |
|                                                                                                                                          | Overall                                            | 4,37 | 0,827 | 523   |
|                                                                                                                                          | 1 = Expert                                         | 4,49 | 0,864 | 74    |
|                                                                                                                                          | 2 = Business                                       | 4,24 | 0,821 | 168   |
|                                                                                                                                          | 3 = NGOs                                           | 4,76 | 0,534 | 100   |
|                                                                                                                                          | 4 = Citizens                                       | 4,44 | 0,856 | 96    |
|                                                                                                                                          | 5 = State                                          | 4,65 | 0,663 | 49    |
|                                                                                                                                          | 6 = Other                                          | 4,72 | 0,566 | 36    |
| Requirements_Information on the purpose and the nature of AI systems                                                                     | Overall                                            | 4,48 | 0,781 | 523   |
|                                                                                                                                          | 1 = Expert                                         | 4,50 | 0,880 | 74    |
|                                                                                                                                          | 2 = Business                                       | 4,25 | 0,832 | 168   |
|                                                                                                                                          | 3 = NGOs                                           | 4,66 | 0,623 | 100   |
|                                                                                                                                          | 4 = Citizens                                       | 4,34 | 0,868 | 96    |
|                                                                                                                                          | 5 = State                                          | 4,86 | 0,354 | 49    |
|                                                                                                                                          | 6 = Other                                          | 4,89 | 0,398 | 36    |
|                                                                                                                                          | Overall                                            | 4,48 | 0,784 | 523   |
|                                                                                                                                          | (continued on next page)                           |      |       |       |
|                                                                                                                                          | Requirements_Robustness and accuracy of AI systems |      |       |       |

(continued)

| Regulatory stringency                         | Stakeholder group | Mean | N     | STD |
|-----------------------------------------------|-------------------|------|-------|-----|
| Requirements_Human oversight                  | 1 = Expert        | 4,57 | 0,643 | 74  |
|                                               | 2 = Business      | 4,06 | 1007  | 168 |
|                                               | 3 = NGOs          | 4,79 | 0,518 | 100 |
|                                               | 4 = Citizens      | 4,45 | 0,844 | 96  |
|                                               | 5 = State         | 4,67 | 0,689 | 49  |
|                                               | 6 = Other         | 4,83 | 0,507 | 36  |
|                                               | Overall           | 4,45 | 0,844 | 523 |
|                                               | 1 = Expert        | 4,72 | 0,537 | 74  |
|                                               | 2 = Business      | 4,33 | 0,816 | 168 |
|                                               | 3 = NGOs          | 4,83 | 0,451 | 100 |
|                                               | 4 = Citizens      | 4,74 | 0,637 | 96  |
|                                               | 5 = State         | 4,94 | 0,317 | 49  |
|                                               | 6 = Other         | 4,89 | 0,319 | 36  |
|                                               | Overall           | 4,65 | 0,659 | 523 |
| Requirements_Clear liability and safety rules | Overall           | 4,65 | 0,659 | 523 |

*Assumption tests*

Dependent and independent variables are interval-scaled, due to large sample size ( $N > 25$ ) lacking normal-distribution can be neglected. Groups are independent.

Levene-test for equality of variances<sup>a</sup>.

| Category                                                | Levene-Statistic | df1 | df2     | Sig.   |
|---------------------------------------------------------|------------------|-----|---------|--------|
| AI concerns - Based on Mean                             | 2177             | 5   | 543     | 0,055  |
| AI concerns - Based on Median                           | 2325             | 5   | 543     | 0,042  |
| AI concerns - Based on Median and Adjusted df           | 2325             | 5   | 482,995 | 0,042  |
| AI concerns - Based on Trimmed Mean                     | 2213             | 5   | 543     | 0,052  |
| Regulatory stringency - Based on Mean                   | 8461             | 5   | 543     | <0.001 |
| Regulatory stringency - Based on Median                 | 7506             | 5   | 543     | <0.001 |
| Regulatory stringency - Based on Median and Adjusted df | 7506             | 5   | 488,784 | <0.001 |
| Regulatory stringency - Based on Trimmed Mean           | 8503             | 5   | 543     | <0.001 |

This test examines the null hypothesis that the error variance of the dependent variables is equal across groups.

a. **Design:** Constant Term + Usertype\_short.

For regulatory stringency ( $F(5,543) = 8461, p < .001$ ) (not for AI concerns ( $F(5,543) = 2.177, p = .055$ )) assumption for homogeneous variances needs to be rejected and adjusted F-tests (Brown-Forsythe-test or Welch-test) will be used in the following.

Tests of Within-Subjects Effects.

| Source          | Dependent Variable    | Type III Sum of Squares | df  | Mean Square | F         | Sig.   | Partial Eta Squared |
|-----------------|-----------------------|-------------------------|-----|-------------|-----------|--------|---------------------|
| Corrected Model | AI concerns           | 37,747 <sup>a</sup>     | 5   | 7549        | 16,576    | <0.001 | 0,132               |
| Corrected Model | Regulatory stringency | 28,981 <sup>b</sup>     | 5   | 5796        | 19,316    | <0.001 | 0,151               |
| Intercept       | AI concerns           | 8162,719                | 1   | 8162,719    | 17,922,37 | <0.001 | 0,971               |
| Intercept       | Regulatory stringency | 9036,065                | 1   | 9036,065    | 30,113,7  | <0.001 | 0,982               |
| Usertype_short  | AI concerns           | 37,747                  | 5   | 7549        | 16,576    | <0.001 | 0,132               |
| Usertype_short  | Regulatory stringency | 28,981                  | 5   | 5796        | 19,316    | <0.001 | 0,151               |
| Error           | AI concerns           | 247,309                 | 543 | 0,455       |           |        |                     |
| Error           | Regulatory stringency | 162,935                 | 543 | 0,3         |           |        |                     |
| Total           | AI concerns           | 10,243,06               | 549 |             |           |        |                     |
| Total           | Regulatory stringency | 11,253,89               | 549 |             |           |        |                     |
| Corrected Total | AI concerns           | 285,056                 | 548 |             |           |        |                     |
| Corrected Total | Regulatory stringency | 191,916                 | 548 |             |           |        |                     |

a. R-Squared = 0.132 (Adjusted R-Squared = 0.124).

b. R-Squared = 0.151 (Adjusted R-Squared = 0.143).

*B.1.3. Citizen value preferences ANOVA with repeated measures results: AI concerns*

| (I) AI PV Landscape | (J) AI PV Landscape | Mean Difference (I-J) | Std. Error | Sig. <sup>b</sup> | 95 % <sup>b</sup> CI Lower | 95 % <sup>b</sup> CI Upper |
|---------------------|---------------------|-----------------------|------------|-------------------|----------------------------|----------------------------|
| Safety              | Fundamental rights  | -,483*                | 0,099      | 0,000             | -0,781                     | -0,185                     |
|                     | Discrimination      | -0,281                | 0,111      | 0,194             | -0,615                     | 0,053                      |
|                     | Explainability      | -0,157                | 0,123      | 1000              | -0,527                     | 0,213                      |
|                     | Legality            | -0,090                | 0,094      | 1000              | -0,374                     | 0,194                      |
|                     | Accuracy            | 0,101                 | 0,138      | 1000              | -0,314                     | 0,516                      |
| Fundamental rights  | Safety              | ,483*                 | 0,099      | 0,000             | 0,185                      | 0,781                      |
|                     | Discrimination      | 0,202                 | 0,072      | 0,090             | -0,014                     | 0,419                      |
|                     | Explainability      | 0,326                 | 0,109      | 0,056             | -0,004                     | 0,656                      |

(continued on next page)

(continued)

| (I) AI PV Landscape | (J) AI PV Landscape | Mean Difference (I-J) | Std. Error | Sig. <sup>b</sup> | 95 % <sup>b</sup> CI Lower | 95 % <sup>b</sup> CI Upper |
|---------------------|---------------------|-----------------------|------------|-------------------|----------------------------|----------------------------|
| Discrimination      | Legality            | ,393*                 | 0,085      | 0,000             | 0,135                      | 0,651                      |
|                     | Accuracy            | ,584*                 | 0,138      | 0,001             | 0,167                      | 1,001                      |
|                     | Safety              | 0,281                 | 0,111      | 0,194             | -0,053                     | 0,615                      |
|                     | Fundamental rights  | -0,202                | 0,072      | 0,090             | -0,419                     | 0,014                      |
|                     | Explainability      | 0,124                 | 0,115      | 1,000             | -0,224                     | 0,471                      |
| Explainability      | Legality            | 0,191                 | 0,096      | 0,736             | -0,098                     | 0,480                      |
|                     | Accuracy            | 0,382                 | 0,135      | 0,087             | -0,026                     | 0,790                      |
|                     | Safety              | 0,157                 | 0,123      | 1,000             | -0,213                     | 0,527                      |
|                     | Fundamental rights  | -0,326                | 0,109      | 0,056             | -0,656                     | 0,004                      |
|                     | Discrimination      | -0,124                | 0,115      | 1,000             | -0,471                     | 0,224                      |
| Legality            | Legality            | 0,067                 | 0,110      | 1,000             | -0,266                     | 0,401                      |
|                     | Accuracy            | 0,258                 | 0,136      | 0,913             | -0,152                     | 0,669                      |
|                     | Safety              | 0,090                 | 0,094      | 1,000             | -0,194                     | 0,374                      |
|                     | Fundamental rights  | -,393*                | 0,085      | 0,000             | -0,651                     | -0,135                     |
|                     | Discrimination      | -0,191                | 0,096      | 0,736             | -0,480                     | 0,098                      |
| Accuracy            | Explainability      | -0,067                | 0,110      | 1,000             | -0,401                     | 0,266                      |
|                     | Accuracy            | 0,191                 | 0,128      | 1,000             | -0,194                     | 0,576                      |
|                     | Safety              | -0,101                | 0,138      | 1,000             | -0,516                     | 0,314                      |
|                     | Fundamental rights  | -,584*                | 0,138      | 0,001             | -1,001                     | -0,167                     |
|                     | Discrimination      | -0,382                | 0,135      | 0,087             | -0,790                     | 0,026                      |
|                     | Explainability      | -0,258                | 0,136      | 0,913             | -0,669                     | 0,152                      |
|                     | Legality            | -0,191                | 0,128      | 1,000             | -0,576                     | 0,194                      |

Note: Based on estimated marginal means.

\* The mean difference is significant at the 0.05 level.

<sup>b</sup> Adjustment for multiple comparisons: Bonferroni.*Mauchly test for sphericity<sup>a</sup>*

| Innersubject Effect | Mauchly-W | Approx. Chi-Square | df | Sig.  | Greenhouse-Geisser | Epsilon <sup>b</sup> Huynh-Feldt (HF) | Lower Bound |
|---------------------|-----------|--------------------|----|-------|--------------------|---------------------------------------|-------------|
| AI concern          | ,474      | 64,221             | 14 | 0.000 | ,790               | ,832                                  | ,200        |

Tests the null hypothesis that the error covariance matrix of the orthonormalized transformed dependent variables is proportional to the identity matrix.

a. Design: Constant term Within-subject design: AI Public Value Landscape.

b. Can be used to correct degrees of freedom for the averaged significance tests. In the Table with the tests of effects within subjects, corrected tests are displayed.

*Within-subject tests*

| Source                                  | Type III Sum of Squares | df | Mean Square | F      | Sig.  | Partial Eta Squared |
|-----------------------------------------|-------------------------|----|-------------|--------|-------|---------------------|
| AI concern (Sphericity Assumed)         | 4161                    | 1  | 4161        | 5417   | 0,022 | 0,058               |
| AI concern (Greenhouse-Geisser)         | 8494                    | 1  | 8494        | 11,358 | 0,001 | 0,114               |
| AI concern (Huynh-Feldt HF)             | 3716                    | 1  | 3716        | 7295   | 0,008 | 0,077               |
| AI concern (Lower Bound)                | 2831                    | 1  | 2831        | 7014   | 0,010 | 0,074               |
| Error (AI concern) (Sphericity Assumed) | 0,140                   | 1  | 0,140       | 0,293  | 0,590 | 0,003               |
| Error (AI concern) (Greenhouse-Geisser) | 67,596                  | 88 | 0,768       |        |       |                     |
| Error (AI concern) (Huynh-Feldt HF)     | 65,815                  | 88 | 0,748       |        |       |                     |
| Error (AI concern) (Lower Bound)        | 44,828                  | 88 | 0,509       |        |       |                     |

*B.1.4. Citizen value preferences ANOVA with repeated measures results: Regulatory stringency*

| (I) AI PV Landscape | (J) AI PV Landscape | Mean Difference (I-J) | Std. Error | Sig. <sup>b</sup> | 95 % <sup>b</sup> CI Lower | 95 % <sup>b</sup> CI Upper |
|---------------------|---------------------|-----------------------|------------|-------------------|----------------------------|----------------------------|
| Quality of datasets | Keeping records     | 0,094                 | 0,089      | 1,000             | -0,174                     | 0,362                      |
|                     | Transparency        | -0,021                | 0,097      | 1,000             | -0,313                     | 0,272                      |
|                     | Robustness          | 0,073                 | 0,083      | 1,000             | -0,176                     | 0,322                      |
|                     | Human oversight     | -0,031                | 0,106      | 1,000             | -0,351                     | 0,289                      |
|                     | Liability rules     | -,323*                | 0,093      | 0,012             | -0,603                     | -0,043                     |
| Keeping record      | Quality of datasets | -0,094                | 0,089      | 1,000             | -0,362                     | 0,174                      |
|                     | Transparency        | -0,115                | 0,085      | 1,000             | -0,370                     | 0,141                      |
|                     | Robustness          | -0,021                | 0,080      | 1,000             | -0,261                     | 0,219                      |
|                     | Human oversight     | -0,125                | 0,102      | 1,000             | -0,432                     | 0,182                      |
|                     | Liability rules     | -,417*                | 0,079      | 0,000             | -0,655                     | -0,178                     |
| Transparency        | Safety              | 0,021                 | 0,097      | 1,000             | -0,272                     | 0,313                      |
|                     | Keeping records     | 0,115                 | 0,085      | 1,000             | -0,141                     | 0,370                      |
|                     | Robustness          | 0,094                 | 0,093      | 1,000             | -0,185                     | 0,373                      |
|                     | Human oversight     | -0,010                | 0,099      | 1,000             | -0,308                     | 0,287                      |
|                     | Liability rules     | -,302*                | 0,087      | 0,011             | -0,563                     | -0,042                     |
| Robustness          | Quality of datasets | -0,073                | 0,083      | 1,000             | -0,322                     | 0,176                      |
|                     | Keeping records     | 0,021                 | 0,080      | 1,000             | -0,219                     | 0,261                      |
|                     | Transparency        | -0,094                | 0,093      | 1,000             | -0,373                     | 0,185                      |

(continued on next page)

(continued)

| (I) AI PV Landscape | (J) AI PV Landscape | Mean Difference (I-J) | Std. Error | Sig. <sup>b</sup> | 95 % <sup>b</sup> CI Lower | 95 % <sup>b</sup> CI Upper |
|---------------------|---------------------|-----------------------|------------|-------------------|----------------------------|----------------------------|
| Human oversight     | Human oversight     | –0,104                | 0,093      | 1000              | –0,384                     | 0,176                      |
|                     | Liability rules     | –,396*                | 0,078      | 0,000             | –0,630                     | –0,162                     |
|                     | Quality of datasets | 0,031                 | 0,106      | 1000              | –0,289                     | 0,351                      |
|                     | Keeping records     | 0,125                 | 0,102      | 1000              | –0,182                     | 0,432                      |
|                     | Transparency        | 0,010                 | 0,099      | 1000              | –0,287                     | 0,308                      |
|                     | Robustness          | 0,104                 | 0,093      | 1000              | –0,176                     | 0,384                      |
|                     | Liability rules     | –,292*                | 0,077      | 0,004             | –0,523                     | –0,060                     |
|                     | Quality of datasets | ,323*                 | 0,093      | 0,012             | 0,043                      | 0,603                      |
|                     | Keeping records     | ,417*                 | 0,079      | 0,000             | 0,178                      | 0,655                      |
|                     | Transparency        | ,302*                 | 0,087      | 0,011             | 0,042                      | 0,563                      |
| Liability rules     | Robustness          | ,396*                 | 0,078      | 0,000             | 0,162                      | 0,630                      |
|                     | Human oversight     | ,292*                 | 0,077      | 0,004             | 0,060                      | 0,523                      |

Note: Based on estimated marginal means.

\* The mean difference is significant at the 0.05 level.

<sup>b</sup> Adjustment for multiple comparisons: Bonferroni.*Mauchly test for sphericity<sup>a</sup>*

| Innersubject Effect | Mauchly-W | Approx. Chi-Square | df | Sig.  | Greenhouse-Geisser | Epsilon <sup>b</sup> Huynh-Feldt (HF) | Lower Bound |
|---------------------|-----------|--------------------|----|-------|--------------------|---------------------------------------|-------------|
| Reg_stringency      | ,720      | 30,627             | 14 | 0.006 | ,885               | ,933                                  | ,200        |

Tests the null hypothesis that the error covariance matrix of the orthonormalized transformed dependent variables is proportional to the identity matrix.

a. Design: Constant term

Within-subject design: AI Public Value Landscape.

b. Can be used to correct degrees of freedom for the averaged significance tests. In the Table with the tests of effects within subjects, corrected tests are displayed.

*Within-subject tests*

| Source                                      | Type III Sum of Squares | df | Mean Square | F      | Sig.  | Partial Eta Squared |
|---------------------------------------------|-------------------------|----|-------------|--------|-------|---------------------|
| Reg_stringency (Sphericity Assumed)         | 4929                    | 1  | 4929        | 9718   | 0,002 | 0,093               |
| Reg_stringency (Greenhouse-Geisser)         | 4063                    | 1  | 4063        | 13,635 | 0,000 | 0,126               |
| Reg_stringency (Huynh-Feldt HF)             | 0,663                   | 1  | 0,663       | 1636   | 0,204 | 0,017               |
| Reg_stringency (Lower Bound)                | 0,566                   | 1  | 0,566       | 1829   | 0,180 | 0,019               |
| Error (Reg_stringency) (Sphericity Assumed) | 0,585                   | 1  | 0,585       | 1420   | 0,236 | 0,015               |
| Error (Reg_stringency) (Greenhouse-Geisser) | 48,185                  | 95 | 0,507       |        |       |                     |
| Error (Reg_stringency) (Huynh-Feldt HF)     | 28,306                  | 95 | 0,298       |        |       |                     |
| Error (Reg_stringency) (Lower Bound)        | 38,465                  | 95 | 0,405       |        |       |                     |

*B.1.5. Citizen value preferences ANOVA with repeated measures results: AI concerns and Regulatory stringency*

| (I) AI PV Landscape | (J) AI PV Landscape | Mean Difference (I-J) | Std. Error | Sig. <sup>b</sup> | 95 % <sup>b</sup> CI Lower | 95 % <sup>b</sup> CI Upper |
|---------------------|---------------------|-----------------------|------------|-------------------|----------------------------|----------------------------|
| Safety              | Fundamental rights  | 0,035                 | 0,092      | 1000              | –0,288                     | 0,358                      |
|                     | Discrimination      | –0,059                | 0,102      | 1000              | –0,416                     | 0,299                      |
|                     | Explainability      | 0,094                 | 0,090      | 1000              | –0,219                     | 0,407                      |
|                     | Legality            | –0,059                | 0,115      | 1000              | –0,461                     | 0,344                      |
|                     | Accuracy            | –0,329                | 0,102      | 0,121             | –0,687                     | 0,028                      |
|                     | Quality of datasets | 0,388                 | 0,139      | 0,430             | –0,098                     | 0,875                      |
|                     | Keeping records     | –0,094                | 0,125      | 1000              | –0,530                     | 0,342                      |
|                     | Transparency        | 0,106                 | 0,124      | 1000              | –0,328                     | 0,540                      |
|                     | Robustness          | 0,212                 | 0,136      | 1000              | –0,264                     | 0,687                      |
|                     | Human oversight     | 0,282                 | 0,136      | 1000              | –0,192                     | 0,756                      |
|                     | Liability rules     | 0,471                 | 0,149      | 0,149             | –0,051                     | 0,993                      |
| Fundamental rights  | Safety              | –0,035                | 0,092      | 1000              | –0,358                     | 0,288                      |
|                     | Discrimination      | –0,094                | 0,083      | 1000              | –0,384                     | 0,196                      |
|                     | Explainability      | 0,059                 | 0,079      | 1000              | –0,218                     | 0,335                      |
|                     | Legality            | –0,094                | 0,105      | 1000              | –0,462                     | 0,274                      |
|                     | Accuracy            | –,365*                | 0,080      | 0,001             | –0,644                     | –0,085                     |
|                     | Quality of datasets | 0,353                 | 0,143      | 1000              | –0,146                     | 0,852                      |
|                     | Keeping records     | –0,129                | 0,136      | 1000              | –0,604                     | 0,345                      |
|                     | Transparency        | 0,071                 | 0,144      | 1000              | –0,432                     | 0,573                      |
|                     | Robustness          | 0,176                 | 0,143      | 1000              | –0,324                     | 0,677                      |
|                     | Human oversight     | 0,247                 | 0,139      | 1000              | –0,239                     | 0,733                      |
| Discrimination      | Liability rules     | 0,435                 | 0,152      | 0,348             | –0,096                     | 0,967                      |
|                     | Safety              | 0,059                 | 0,102      | 1000              | –0,299                     | 0,416                      |
|                     | Fundamental rights  | 0,094                 | 0,083      | 1000              | –0,196                     | 0,384                      |
|                     | Explainability      | 0,153                 | 0,094      | 1000              | –0,175                     | 0,481                      |
|                     | Legality            | 0,000                 | 0,100      | 1000              | –0,351                     | 0,351                      |
|                     | Accuracy            | –0,271                | 0,091      | 0,247             | –0,588                     | 0,047                      |

(continued on next page)

(continued)

| (I) AI PV Landscape | (J) AI PV Landscape | Mean Difference (I-J) | Std. Error | Sig. <sup>b</sup> | 95 % <sup>b</sup> CI Lower | 95 % <sup>b</sup> CI Upper |
|---------------------|---------------------|-----------------------|------------|-------------------|----------------------------|----------------------------|
| Explainability      | Quality of datasets | 0,447                 | 0,144      | 0,177             | −0,058                     | 0,952                      |
|                     | Keeping records     | −0,035                | 0,134      | 1000              | −0,505                     | 0,434                      |
|                     | Transparency        | 0,165                 | 0,129      | 1000              | −0,288                     | 0,617                      |
|                     | Robustness          | 0,271                 | 0,137      | 1000              | −0,210                     | 0,751                      |
|                     | Human oversight     | 0,341                 | 0,130      | 0,689             | −0,114                     | 0,796                      |
|                     | Liability rules     | ,529*                 | 0,149      | 0,042             | 0,007                      | 1051                       |
|                     | Safety              | −0,094                | 0,090      | 1000              | −0,407                     | 0,219                      |
|                     | Fundamental rights  | −0,059                | 0,079      | 1000              | −0,335                     | 0,218                      |
|                     | Discrimination      | −0,153                | 0,094      | 1000              | −0,481                     | 0,175                      |
|                     | Legality            | −0,153                | 0,097      | 1000              | −0,492                     | 0,186                      |
| Legality            | Accuracy            | −,424*                | 0,084      | 0,000             | −0,718                     | −0,129                     |
|                     | Quality of datasets | 0,294                 | 0,123      | 1000              | −0,135                     | 0,723                      |
|                     | Keeping records     | −0,188                | 0,120      | 1000              | −0,608                     | 0,232                      |
|                     | Transparency        | 0,012                 | 0,126      | 1000              | −0,428                     | 0,452                      |
|                     | Robustness          | 0,118                 | 0,123      | 1000              | −0,314                     | 0,549                      |
|                     | Human oversight     | 0,188                 | 0,128      | 1000              | −0,259                     | 0,636                      |
|                     | Liability rules     | 0,376                 | 0,136      | 0,456             | −0,099                     | 0,852                      |
|                     | Safety              | 0,059                 | 0,115      | 1000              | −0,344                     | 0,461                      |
|                     | Fundamental rights  | 0,094                 | 0,105      | 1000              | −0,274                     | 0,462                      |
|                     | Discrimination      | 0,000                 | 0,100      | 1000              | −0,351                     | 0,351                      |
| Accuracy            | Explainability      | 0,153                 | 0,097      | 1000              | −0,186                     | 0,492                      |
|                     | Accuracy            | −0,271                | 0,083      | 0,102             | −0,560                     | 0,018                      |
|                     | Quality of datasets | 0,447                 | 0,134      | 0,086             | −0,023                     | 0,917                      |
|                     | Keeping records     | −0,035                | 0,123      | 1000              | −0,467                     | 0,396                      |
|                     | Transparency        | 0,165                 | 0,131      | 1000              | −0,292                     | 0,621                      |
|                     | Robustness          | 0,271                 | 0,126      | 1000              | −0,169                     | 0,710                      |
|                     | Human oversight     | 0,341                 | 0,137      | 0,951             | −0,136                     | 0,818                      |
|                     | Liability rules     | ,529*                 | 0,137      | 0,014             | 0,052                      | 1007                       |
|                     | Safety              | 0,329                 | 0,102      | 0,121             | −0,028                     | 0,687                      |
|                     | Fundamental rights  | ,365*                 | 0,080      | 0,001             | 0,085                      | 0,644                      |
|                     | Discrimination      | 0,271                 | 0,091      | 0,247             | −0,047                     | 0,588                      |
|                     | Explainability      | ,424*                 | 0,084      | 0,000             | 0,129                      | 0,718                      |
|                     | Legality            | 0,271                 | 0,083      | 0,102             | −0,018                     | 0,560                      |
|                     | Quality of datasets | ,718*                 | 0,125      | 0,000             | 0,281                      | 1154                       |
|                     | Keeping records     | 0,235                 | 0,116      | 1000              | −0,169                     | 0,639                      |
|                     | Transparency        | ,435*                 | 0,118      | 0,025             | 0,024                      | 0,847                      |
|                     | Robustness          | ,541*                 | 0,114      | 0,001             | 0,142                      | 0,940                      |
|                     | Human oversight     | ,612*                 | 0,117      | 0,000             | 0,202                      | 1022                       |
|                     | Liability rules     | ,800*                 | 0,128      | 0,000             | 0,351                      | 1249                       |

Note: Based on estimated marginal means.

<sup>a</sup> The mean difference is significant at the 0.05 level.<sup>b</sup> Adjustment for multiple comparisons: Bonferroni.*Mauchly test for sphericity<sup>a</sup>.*

| Innersubject Effect          | Mauchly-W | Approx. Chi-Square | df | Sig.   | Greenhouse-Geisser | Epsilon <sup>b</sup> Huynh-Feldt (HF) | Lower Bound |
|------------------------------|-----------|--------------------|----|--------|--------------------|---------------------------------------|-------------|
| AI_concerns & Reg_stringency | ,032      | 276,788            | 65 | <0.001 | ,560               | ,610                                  | ,091        |

Tests the null hypothesis that the error covariance matrix of the orthonormalized transformed dependent variables is proportional to the identity matrix.

a. Design: Constant term.

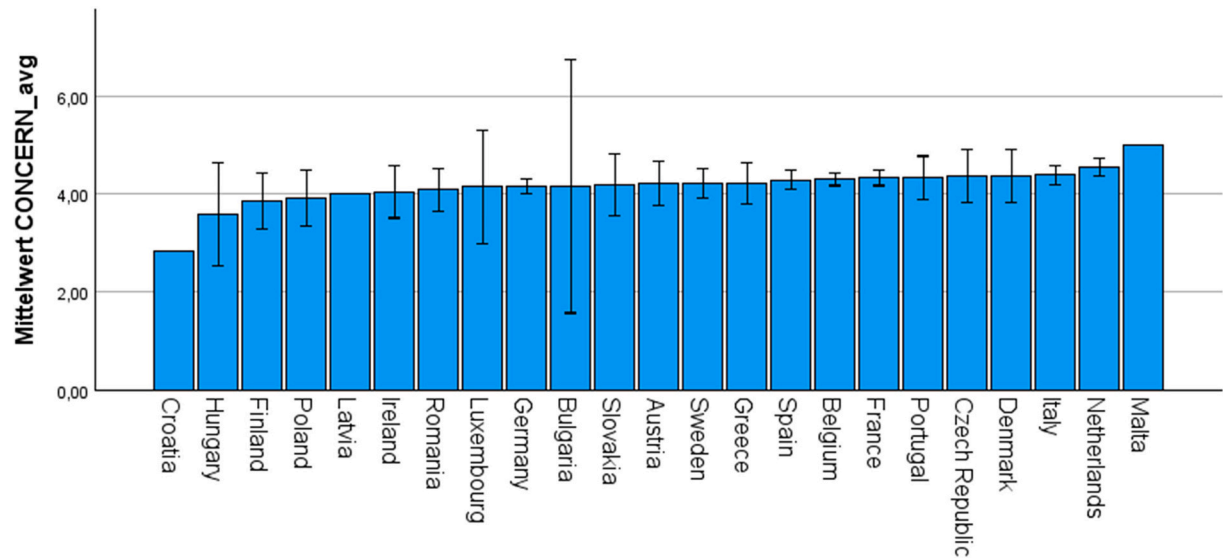
Within-subject design: AI Public Value Landscape.

b. Can be used to correct degrees of freedom for the averaged significance tests. In the Table with the tests of effects within subjects, corrected tests are displayed.

*Within-subject tests.*

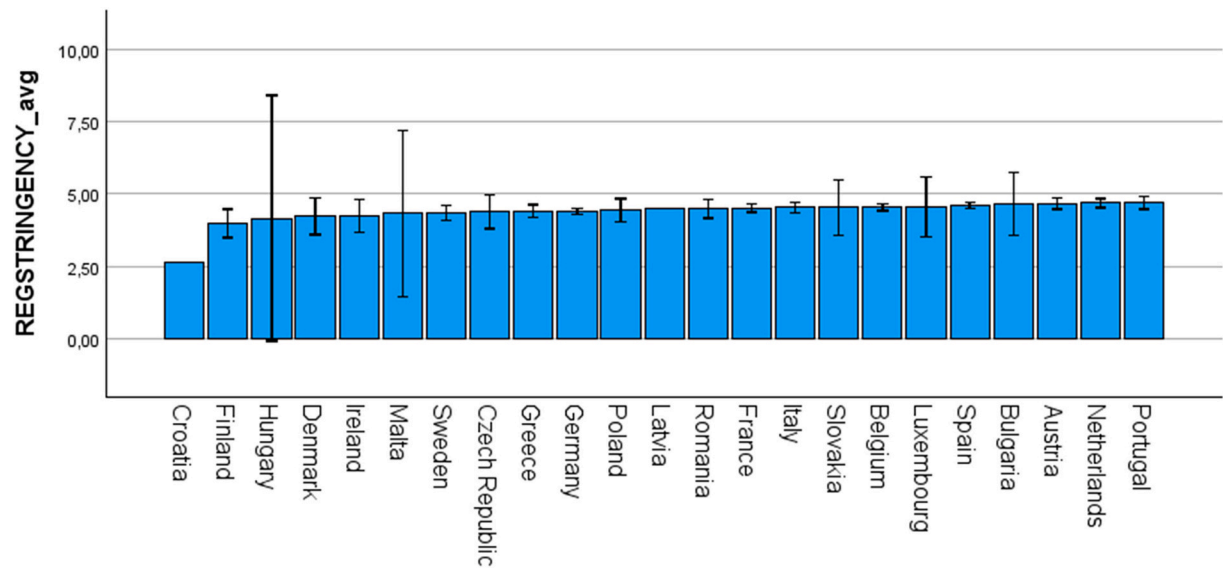
| Source                                                   | Type III<br>Sum of Squares | df      | Mean<br>Square | F    | Sig.  | Partial Eta<br>Squared |
|----------------------------------------------------------|----------------------------|---------|----------------|------|-------|------------------------|
| AI_concern & Reg_stringency (Sphericity Assumed)         | 46,834                     | 11      | 4258           | 6803 | 0,000 | 0,075                  |
| AI_concern & Reg_stringency (Greenhouse-Geisser)         | 46,834                     | 6164    | 7597           | 6803 | 0,000 | 0,075                  |
| AI_concern & Reg_stringency (Huynh-Feldt HF)             | 46,834                     | 6706    | 6984           | 6803 | 0,000 | 0,075                  |
| AI_concern & Reg_stringency (Lower Bound)                | 46,834                     | 1000    | 46,834         | 6803 | 0,011 | 0,075                  |
| Error (AI_concern & Reg_stringency) (Sphericity Assumed) | 578,249                    | 924     | 0,626          |      |       |                        |
| Error (AI_concern & Reg_stringency) (Greenhouse-Geisser) | 578,249                    | 517,816 | 1117           |      |       |                        |
| Error (AI_concern & Reg_stringency) (Huynh-Feldt HF)     | 578,249                    | 563,321 | 1027           |      |       |                        |
| Error (AI_concern & Reg_stringency) (Lower Bound)        | 578,249                    | 84,000  | 6884           |      |       |                        |

B.1.6. Descriptives per reported EU country: AI concerns



Note: Displayed are means per country ( $n > 5$ ), error bars represent 95 % confidence intervals, ratings (y-axis) were on a 5-point Likert-scale from 1 (“not important at all”) to 5 (“very important”).

B.1.7. Descriptives per reported EU country: Regulatory stringency.



Note: Displayed are means per country ( $n > 5$ ), error bars represent 95 % confidence intervals, ratings (y-axis) were on a 5-point Likert-scale from 1 (“not important at all”) to 5 (“very important”).

*B.1.8. Robustness tests regression results*

Items:

Q5\_A1\_Concern: AI may endanger safety.

Q5\_A2\_Concern: AI may breach fundamental rights (human dignity, privacy, data protection, freedom of expression, workers' rights).

Q5\_A3\_Concern: The use of AI may lead to discriminatory outcomes.

Q5\_A4\_Concern: AI may take actions for which the rationale cannot be explained.

Q6\_A5\_Concern: AI may make it more difficult for persons having suffered harm to obtain compensation.

Q5\_A6\_Concern: AI is not always accurate.

Q9\_A1\_Requirements: The quality of training data sets.

Q9\_A2\_Requirements: The keeping of records and data.

Q9\_A3\_Requirements: Information on the purpose and the nature of AI systems.

Q9\_A4\_Requirements: Robustness and accuracy of AI systems.

Q9\_A5\_Requirements: Human oversight.

Q9\_A6\_Requirements: Clear liability and safety rules.

*B.1.8. a. Unconditional model including single items.*

| Dependents | Model Summary |                |        |       | Coefficients |          |        |         |        |        | Std Errors |          |       |         |       |       | p-values |          |       |         |       |       |
|------------|---------------|----------------|--------|-------|--------------|----------|--------|---------|--------|--------|------------|----------|-------|---------|-------|-------|----------|----------|-------|---------|-------|-------|
|            | N             | R <sup>2</sup> | F      | P(F)  | Const.       | Business | NGO    | Citizen | State  | Other  | Const.     | Business | NGO   | Citizen | State | Other | Const.   | Business | NGO   | Citizen | State | Other |
| AICONCERNS | 559           | 0,132          | 18,687 | 0,000 | 4357         | -0,427   | 0,217  | -0,161  | 0,205  | 0,185  | 0,072      | 0,089    | 0,094 | 0,108   | 0,102 | 0,117 | 0,000    | 0,000    | 0,022 | 0,139   | 0,045 | 0,113 |
| Q5_A1      | 547           | 0,089          | 12,591 | 0,000 | 4259         | -0,242   | 0,382  | -0,230  | 0,381  | 0,320  | 0,098      | 0,121    | 0,121 | 0,149   | 0,130 | 0,149 | 0,000    | 0,046    | 0,002 | 0,124   | 0,003 | 0,032 |
| Q5_A2      | 552           | 0,061          | 8777   | 0,000 | 4634         | -0,329   | 0,181  | -0,109  | 0,111  | 0,024  | 0,083      | 0,104    | 0,097 | 0,126   | 0,115 | 0,153 | 0,000    | 0,002    | 0,060 | 0,387   | 0,333 | 0,876 |
| Q5_A3      | 548           | 0,067          | 9512   | 0,000 | 4568         | -0,335   | 0,177  | -0,244  | 0,177  | 0,015  | 0,079      | 0,102    | 0,100 | 0,126   | 0,104 | 0,182 | 0,000    | 0,001    | 0,078 | 0,052   | 0,090 | 0,932 |
| Q5_A4      | 549           | 0,085          | 10,686 | 0,000 | 4436         | -0,598   | 0,044  | -0,287  | -0,044 | 0,090  | 0,093      | 0,117    | 0,125 | 0,144   | 0,149 | 0,146 | 0,000    | 0,000    | 0,722 | 0,046   | 0,770 | 0,536 |
| Q5_A5      | 529           | 0,145          | 19,519 | 0,000 | 4114         | -0,564   | 0,411  | 0,011   | 0,303  | 0,327  | 0,116      | 0,138    | 0,139 | 0,160   | 0,164 | 0,179 | 0,000    | 0,000    | 0,003 | 0,945   | 0,065 | 0,068 |
| Q5_A6      | 539           | 0,101          | 13,693 | 0,000 | 4146         | -0,582   | 0,135  | -0,197  | 0,241  | 0,409  | 0,117      | 0,140    | 0,149 | 0,168   | 0,171 | 0,185 | 0,000    | 0,000    | 0,365 | 0,241   | 0,158 | 0,027 |
| REGULA     |               |                |        |       |              |          |        |         |        |        |            |          |       |         |       |       |          |          |       |         |       |       |
| TORYSTRI   |               |                |        |       |              |          |        |         |        |        |            |          |       |         |       |       |          |          |       |         |       |       |
| NGENCY     | 553           | 0,152          | 21,740 | 0,000 | 4545         | -0,355   | 0,185  | -0,100  | 0,209  | 0,252  | 0,054      | 0,074    | 0,071 | 0,081   | 0,073 | 0,071 | 0,000    | 0,000    | 0,009 | 0,216   | 0,004 | 0,000 |
| Q9_A1      | 540           | 0,099          | 11,412 | 0,000 | 4575         | -0,464   | 0,150  | -0,152  | 0,165  | 0,275  | 0,078      | 0,110    | 0,104 | 0,116   | 0,108 | 0,121 | 0,000    | 0,000    | 0,147 | 0,188   | 0,127 | 0,023 |
| Q9_A2      | 543           | 0,057          | 6907   | 0,000 | 4416         | -0,308   | 0,159  | -0,120  | 0,212  | 0,159  | 0,090      | 0,113    | 0,118 | 0,130   | 0,124 | 0,141 | 0,000    | 0,006    | 0,179 | 0,357   | 0,086 | 0,257 |
| Q9_A3      | 547           | 0,066          | 9391   | 0,000 | 4494         | -0,232   | 0,271  | -0,049  | 0,173  | 0,256  | 0,096      | 0,114    | 0,109 | 0,128   | 0,133 | 0,129 | 0,000    | 0,041    | 0,013 | 0,702   | 0,193 | 0,047 |
| Q9_A4      | 548           | 0,085          | 16,984 | 0,000 | 4519         | -0,272   | 0,141  | -0,172  | 0,344  | 0,356  | 0,097      | 0,117    | 0,115 | 0,130   | 0,109 | 0,117 | 0,000    | 0,020    | 0,220 | 0,183   | 0,002 | 0,002 |
| Q9_A5      | 550           | 0,132          | 16,501 | 0,000 | 4600         | -0,549   | 0,198  | -0,169  | 0,086  | 0,242  | 0,071      | 0,103    | 0,087 | 0,111   | 0,119 | 0,108 | 0,000    | 0,000    | 0,022 | 0,129   | 0,469 | 0,025 |
| Q9_A6      | 546           | 0,110          | 14,236 | 0,000 | 4667         | -0,312   | 0,170  | 0,056   | 0,273  | 0,228  | 0,068      | 0,092    | 0,081 | 0,093   | 0,081 | 0,085 | 0,000    | 0,001    | 0,035 | 0,546   | 0,001 | 0,007 |
| NEWLAWD    |               |                |        |       |              |          |        |         |        |        |            |          |       |         |       |       |          |          |       |         |       |       |
| EMAND      | 550           | 0,088          | 11,919 | 0,000 | 0,461        | -0,275   | -0,053 | 0,069   | 0,009  | 0,107  | 0,058      | 0,065    | 0,076 | 0,076   | 0,093 | 0,102 | 0,000    | 0,000    | 0,486 | 0,368   | 0,924 | 0,293 |
| HIGHRISK   |               |                |        |       |              |          |        |         |        |        |            |          |       |         |       |       |          |          |       |         |       |       |
| AIFOCUS    | 530           | 0,045          | 5066   | 0,000 | 0,481        | 0,099    | -0,181 | -0,037  | -0,125 | -0,109 | 0,058      | 0,069    | 0,074 | 0,077   | 0,093 | 0,102 | 0,000    | 0,150    | 0,015 | 0,629   | 0,179 | 0,285 |

*B.1.8. b. Conditional model including single items.*

Ldi = Liberal democracy index.

Cpi = Corruption perception index.

|                              | Model Summary |                |        |       | Coefficients |          |        |         |        |        |                |        |        | StdErrors |          |       |         |       |       |       |       |       | p-values |          |       |         |       |       |       |       |       |  |  |  |
|------------------------------|---------------|----------------|--------|-------|--------------|----------|--------|---------|--------|--------|----------------|--------|--------|-----------|----------|-------|---------|-------|-------|-------|-------|-------|----------|----------|-------|---------|-------|-------|-------|-------|-------|--|--|--|
| Dependents                   | N             | R <sup>2</sup> | F      | P(F)  | Const.       | Business | NGO    | Citizen | State  | Other  | Popul.<br>size | ldi    | cpi    | Const.    | Business | NGO   | Citizen | State | Other | Pop.  | ldi   | cpi   | Const.   | Business | NGO   | Citizen | State | Other | Pop.  | ldi   | cpi   |  |  |  |
| AICONCERNS                   | 550           | 0,147          | 14,860 | 0,000 | 3715         | −0,426   | 0,238  | −0,133  | 0,190  | 0,195  | −0,000         | 1667   | −0,009 | 0,292     | 0,093    | 0,098 | 0,111   | 0,106 | 0,122 | 0,000 | 0,555 | 0,005 | 0,000    | 0,000    | 0,015 | 0,230   | 0,073 | 0,111 | 0,546 | 0,003 | 0,073 |  |  |  |
| Q5_A1                        | 539           | 0,097          | 8990   | 0,000 | 3845         | −0,243   | 0,394  | −0,194  | 0,358  | 0,325  | −0,000         | 1323   | −0,008 | 0,424     | 0,126    | 0,124 | 0,150   | 0,133 | 0,155 | 0,000 | 0,796 | 0,007 | 0,000    | 0,055    | 0,001 | 0,196   | 0,007 | 0,036 | 0,184 | 0,097 | 0,244 |  |  |  |
| Q5_A2                        | 543           | 0,077          | 6709   | 0,000 | 3997         | −0,307   | 0,218  | −0,077  | 0,115  | 0,047  | 0,000          | 1887   | −0,012 | 0,460     | 0,111    | 0,100 | 0,127   | 0,121 | 0,155 | 0,000 | 0,784 | 0,006 | 0,000    | 0,006    | 0,029 | 0,545   | 0,339 | 0,762 | 0,635 | 0,016 | 0,029 |  |  |  |
| Q5_A3                        | 540           | 0,080          | 7171   | 0,000 | 3772         | −0,344   | 0,194  | −0,215  | 0,165  | 0,023  | −0,000         | 1737   | −0,008 | 0,447     | 0,107    | 0,102 | 0,130   | 0,107 | 0,183 | 0,000 | 0,874 | 0,006 | 0,000    | 0,001    | 0,057 | 0,098   | 0,121 | 0,902 | 0,786 | 0,047 | 0,217 |  |  |  |
| Q5_A4                        | 541           | 0,112          | 8879   | 0,000 | 3529         | −0,574   | 0,088  | −0,221  | −0,049 | 0,132  | −0,000         | 3080   | −0,021 | 0,498     | 0,121    | 0,129 | 0,147   | 0,157 | 0,156 | 0,000 | 0,969 | 0,007 | 0,000    | 0,000    | 0,495 | 0,132   | 0,755 | 0,398 | 0,357 | 0,001 | 0,003 |  |  |  |
| Q5_A5                        | 520           | 0,153          | 14,949 | 0,000 | 3767         | −0,559   | 0,443  | −0,007  | 0,286  | 0,336  | 0,000          | 1325   | −0,010 | 0,485     | 0,142    | 0,141 | 0,163   | 0,173 | 0,183 | 0,000 | 0,923 | 0,007 | 0,000    | 0,000    | 0,002 | 0,967   | 0,098 | 0,066 | 0,438 | 0,151 | 0,163 |  |  |  |
| Q5_A6                        | 530           | 0,106          | 10,357 | 0,000 | 3548         | −0,602   | 0,131  | −0,171  | 0,213  | 0,400  | −0,000         | 0,844  | −0,000 | 0,495     | 0,140    | 0,152 | 0,172   | 0,174 | 0,187 | 0,000 | 0,929 | 0,008 | 0,000    | 0,000    | 0,386 | 0,319   | 0,220 | 0,033 | 0,374 | 0,364 | 0,991 |  |  |  |
| REGULAT<br>ORYSTRI<br>NGENCY | 544           | 0,162          | 15,048 | 0,000 | 4532         | −0,320   | 0,213  | −0,088  | 0,223  | 0,284  | −0,000         | 0,984  | −0,011 | 0,252     | 0,076    | 0,076 | 0,084   | 0,079 | 0,078 | 0,000 | 0,469 | 0,004 | 0,000    | 0,000    | 0,005 | 0,293   | 0,005 | 0,000 | 0,922 | 0,036 | 0,010 |  |  |  |
| Q9_A1                        | 532           | 0,120          | 8486   | 0,000 | 4868         | −0,410   | 0,184  | −0,180  | 0,175  | 0,314  | 0,000          | 1271   | −0,019 | 0,369     | 0,110    | 0,110 | 0,120   | 0,116 | 0,122 | 0,000 | 0,685 | 0,006 | 0,000    | 0,000    | 0,094 | 0,133   | 0,130 | 0,010 | 0,500 | 0,064 | 0,002 |  |  |  |
| Q9_A2                        | 534           | 0,061          | 4828   | 0,000 | 4105         | −0,264   | 0,186  | −0,085  | 0,233  | 0,189  | −0,000         | 1405   | −0,011 | 0,420     | 0,115    | 0,123 | 0,134   | 0,128 | 0,145 | 0,000 | 0,745 | 0,006 | 0,000    | 0,021    | 0,131 | 0,526   | 0,069 | 0,190 | 0,587 | 0,059 | 0,073 |  |  |  |
| Q9_A3                        | 538           | 0,076          | 6988   | 0,000 | 4866         | −0,214   | 0,299  | −0,074  | 0,198  | 0,283  | 0,000          | −0,160 | −0,005 | 0,317     | 0,115    | 0,111 | 0,133   | 0,136 | 0,135 | 0,000 | 0,564 | 0,006 | 0,000    | 0,062    | 0,007 | 0,581   | 0,145 | 0,036 | 0,188 | 0,777 | 0,409 |  |  |  |
| Q9_A4                        | 539           | 0,092          | 11,388 | 0,000 | 4465         | −0,222   | 0,183  | −0,161  | 0,363  | 0,394  | 0,000          | 1085   | −0,012 | 0,386     | 0,119    | 0,118 | 0,132   | 0,113 | 0,123 | 0,000 | 0,744 | 0,006 | 0,000    | 0,061    | 0,121 | 0,225   | 0,001 | 0,001 | 0,890 | 0,175 | 0,050 |  |  |  |
| Q9_A5                        | 541           | 0,141          | 11,820 | 0,000 | 4401         | −0,548   | 0,211  | −0,142  | 0,083  | 0,270  | −0,000         | 1063   | −0,008 | 0,364     | 0,105    | 0,090 | 0,115   | 0,124 | 0,109 | 0,000 | 0,697 | 0,006 | 0,000    | 0,000    | 0,020 | 0,218   | 0,506 | 0,013 | 0,293 | 0,127 | 0,149 |  |  |  |
| Q9_A6                        | 537           | 0,115          | 9563   | 0,000 | 4589         | −0,260   | 0,199  | 0,075   | 0,290  | 0,263  | −0,000         | 1150   | −0,012 | 0,325     | 0,093    | 0,085 | 0,097   | 0,086 | 0,091 | 0,000 | 0,639 | 0,005 | 0,000    | 0,005    | 0,019 | 0,441   | 0,001 | 0,004 | 0,743 | 0,072 | 0,016 |  |  |  |
| NEWLAWD<br>EMAND<br>HIGHRIK  | 541           | 0,090          | 7777   | 0,000 | 0,638        | −0,257   | −0,050 | 0,055   | 0,036  | 0,114  | 0,000          | −0,423 | 0,001  | 0,228     | 0,067    | 0,077 | 0,078   | 0,094 | 0,104 | 0,000 | 0,442 | 0,003 | 0,005    | 0,000    | 0,516 | 0,477   | 0,706 | 0,275 | 0,159 | 0,338 | 0,657 |  |  |  |
| AIFOCUS                      | 522           | 0,050          | 3743   | 0,001 | 0,527        | 0,104    | −0,183 | −0,021  | −0,136 | −0,098 | −0,000         | −0,081 | 0,001  | 0,213     | 0,071    | 0,076 | 0,078   | 0,095 | 0,104 | 0,000 | 0,429 | 0,004 | 0,013    | 0,142    | 0,015 | 0,784   | 0,152 | 0,348 | 0,200 | 0,849 | 0,846 |  |  |  |

## B.1.8. c. Unconditional binary citizen variable.

| Dependents           | Model Summary |                |        |       | Coefficients |         | Std Errors |         | p-values |         |
|----------------------|---------------|----------------|--------|-------|--------------|---------|------------|---------|----------|---------|
|                      | N             | R <sup>2</sup> | F      | P(F)  | Constant     | Citizen | Constant   | Citizen | Constant | Citizen |
| AICONCERNS           | 559           | 0,002          | 0,803  | 0,370 | 4274         | −0,078  | 0,033      | 0,087   | 0,000    | 0,370   |
| Q5_A1                | 547           | 0,015          | 5975   | 0,015 | 4323         | −0,293  | 0,041      | 0,120   | 0,000    | 0,015   |
| Q5_A2                | 552           | 0,000          | 0,127  | 0,722 | 4561         | −0,036  | 0,035      | 0,102   | 0,000    | 0,722   |
| Q5_A3                | 548           | 0,007          | 2755   | 0,098 | 4498         | −0,174  | 0,037      | 0,105   | 0,000    | 0,097   |
| Q5_A4                | 549           | 0,001          | 0,269  | 0,604 | 4210         | −0,061  | 0,043      | 0,118   | 0,000    | 0,604   |
| Q5_A5                | 529           | 0,001          | 0,433  | 0,511 | 4046         | 0,079   | 0,048      | 0,120   | 0,000    | 0,510   |
| Q5_A6                | 539           | 0,001          | 0,244  | 0,621 | 4014         | −0,064  | 0,049      | 0,130   | 0,000    | 0,621   |
| REGULATORYSTRINGENCY | 553           | 0,001          | 0,569  | 0,451 | 4496         | −0,050  | 0,028      | 0,066   | 0,000    | 0,451   |
| Q9_A1                | 540           | 0,001          | 0,293  | 0,589 | 4474         | −0,051  | 0,041      | 0,095   | 0,000    | 0,589   |
| Q9_A2                | 543           | 0,001          | 0,512  | 0,475 | 4369         | −0,073  | 0,039      | 0,102   | 0,000    | 0,474   |
| Q9_A3                | 547           | 0,001          | 0,450  | 0,502 | 4507         | −0,062  | 0,036      | 0,093   | 0,000    | 0,502   |
| Q9_A4                | 548           | 0,007          | 3377   | 0,067 | 4517         | −0,170  | 0,036      | 0,093   | 0,000    | 0,066   |
| Q9_A5                | 550           | 0,000          | 0,106  | 0,745 | 4462         | −0,031  | 0,039      | 0,094   | 0,000    | 0,745   |
| Q9_A6                | 546           | 0,003          | 1582   | 0,209 | 4634         | 0,089   | 0,031      | 0,071   | 0,000    | 0,208   |
| NEWLAWDEMAND         | 550           | 0,022          | 11,221 | 0,001 | 0,346        | 0,183   | 0,023      | 0,055   | 0,000    | 0,001   |
| HIGHRISKAIFOCUS      | 530           | 0,000          | 0,062  | 0,804 | 0,457        | −0,014  | 0,024      | 0,056   | 0,000    | 0,804   |

## B.1.8. d. Conditional binary citizen variable.

| Dependents      | Model Summary |                |       |       | Coefficients |         |            |        |        | Std Errors |         |            |       |       | p-values |         |            |       |       |
|-----------------|---------------|----------------|-------|-------|--------------|---------|------------|--------|--------|------------|---------|------------|-------|-------|----------|---------|------------|-------|-------|
|                 | N             | R <sup>2</sup> | F     | P(F)  | Constant     | Citizen | Population | ldi    | cpi    | Constant   | Citizen | Population | ldi   | cpi   | Constant | Citizen | Population | ldi   | cpi   |
| AICONCERNS      | 550           | 0,016          | 2541  | 0,056 | 3786         | −0,061  | 0,000      | 1636   | −0,011 | 0,317      | 0,094   | 0,000      | 0,617 | 0,005 | 0,000    | 0,518   | 0,470      | 0,008 | 0,040 |
| Q5_A1           | 539           | 0,023          | 2294  | 0,077 | 4001         | −0,260  | 0,000      | 1282   | −0,008 | 0,422      | 0,126   | 0,000      | 0,804 | 0,007 | 0,000    | 0,039   | 0,150      | 0,111 | 0,204 |
| Q5_A2           | 543           | 0,017          | 2328  | 0,074 | 4058         | −0,027  | 0,000      | 1866   | −0,014 | 0,470      | 0,105   | 0,000      | 0,795 | 0,006 | 0,000    | 0,797   | 0,736      | 0,019 | 0,016 |
| Q5_A3           | 540           | 0,018          | 2021  | 0,110 | 3848         | −0,151  | 0,000      | 1698   | −0,009 | 0,477      | 0,113   | 0,000      | 0,937 | 0,007 | 0,000    | 0,184   | 0,685      | 0,070 | 0,152 |
| Q5_A4           | 541           | 0,030          | 3535  | 0,015 | 3516         | −0,028  | 0,000      | 3050   | −0,023 | 0,530      | 0,123   | 0,000      | 1049  | 0,007 | 0,000    | 0,821   | 0,347      | 0,004 | 0,001 |
| Q5_A5           | 520           | 0,007          | 1079  | 0,357 | 3913         | 0,047   | 0,000      | 1262   | −0,012 | 0,491      | 0,126   | 0,000      | 0,960 | 0,008 | 0,000    | 0,706   | 0,680      | 0,189 | 0,111 |
| Q5_A6           | 530           | 0,004          | 0,391 | 0,759 | 3583         | −0,034  | 0,000      | 0,815  | −0,002 | 0,498      | 0,140   | 0,000      | 0,964 | 0,008 | 0,000    | 0,805   | 0,357      | 0,398 | 0,782 |
| REGSTRINGENCY   | 544           | 0,018          | 2500  | 0,059 | 4599         | −0,067  | 0,000      | 0,954  | −0,012 | 0,250      | 0,071   | 0,000      | 0,469 | 0,004 | 0,000    | 0,344   | 0,851      | 0,042 | 0,006 |
| Q9_A1           | 532           | 0,030          | 4092  | 0,007 | 4933         | −0,122  | 0,000      | 1260   | −0,021 | 0,380      | 0,103   | 0,000      | 0,710 | 0,006 | 0,000    | 0,235   | 0,506      | 0,076 | 0,001 |
| Q9_A2           | 534           | 0,010          | 1432  | 0,232 | 4161         | −0,071  | 0,000      | 1400   | −0,012 | 0,427      | 0,109   | 0,000      | 0,767 | 0,006 | 0,000    | 0,514   | 0,558      | 0,068 | 0,055 |
| Q9_A3           | 538           | 0,010          | 1044  | 0,373 | 4968         | −0,109  | 0,000      | −0,233 | −0,005 | 0,297      | 0,102   | 0,000      | 0,547 | 0,006 | 0,000    | 0,287   | 0,232      | 0,671 | 0,398 |
| Q9_A4           | 539           | 0,019          | 2169  | 0,091 | 4553         | −0,197  | 0,000      | 1083   | −0,012 | 0,367      | 0,098   | 0,000      | 0,720 | 0,006 | 0,000    | 0,045   | 0,920      | 0,132 | 0,041 |
| Q9_A5           | 541           | 0,007          | 0,941 | 0,421 | 4434         | −0,018  | 0,000      | 1000   | −0,010 | 0,356      | 0,101   | 0,000      | 0,690 | 0,006 | 0,000    | 0,855   | 0,317      | 0,147 | 0,099 |
| Q9_A6           | 537           | 0,017          | 2824  | 0,038 | 4661         | 0,072   | 0,000      | 1125   | −0,012 | 0,328      | 0,079   | 0,000      | 0,640 | 0,005 | 0,000    | 0,361   | 0,675      | 0,079 | 0,012 |
| NEWLAWDEMAND    | 541           | 0,028          | 3468  | 0,016 | 0,611        | 0,153   | 0,000      | −0,421 | 0,000  | 0,227      | 0,057   | 0,000      | 0,443 | 0,003 | 0,007    | 0,007   | 0,140      | 0,342 | 0,909 |
| HIGHRISKAIFOCUS | 522           | 0,003          | 0,033 | 0,992 | 0,459        | 0,003   | 0,000      | −0,049 | 0,001  | 0,217      | 0,058   | 0,000      | 0,433 | 0,003 | 0,034    | 0,964   | 0,222      | 0,910 | 0,784 |

## B.1.9. ANOVA results for AI concerns &amp; regulatory stringency for stakeholder groups.

| Bonferroni         |          |          |                          |          |       |                          |         |
|--------------------|----------|----------|--------------------------|----------|-------|--------------------------|---------|
| Dependent variable |          |          | Mean difference<br>(I-J) | STD      | Sig.  | 95 % Confidence interval |         |
|                    |          |          |                          |          |       | Min                      | Max     |
| AI concerns        | Expert   | Business | ,4085*                   | 0,09108  | 0,000 | 0,1400                   | 0,6770  |
|                    |          | NGOs     | −0,2330                  | 0,10,057 | 0,313 | −0,5296                  | 0,0635  |
|                    |          | Citizens | 0,1586                   | 0,10,079 | 1000  | −0,1386                  | 0,4557  |
|                    |          | State    | −0,2210                  | 0,12,093 | 1000  | −0,5775                  | 0,1355  |
|                    |          | Other    | −0,2013                  | 0,13,296 | 1000  | −0,5933                  | 0,1908  |
|                    | Business | Expert   | -,4085*                  | 0,09108  | 0,000 | −0,6770                  | −0,1400 |
|                    |          | NGOs     | -,6416*                  | 0,08381  | 0,000 | −0,8887                  | −0,3945 |
|                    |          | Citizens | -,2500*                  | 0,08407  | 0,046 | −0,4978                  | −0,0021 |
|                    |          | State    | -,6295*                  | 0,10,739 | 0,000 | −0,9461                  | −0,3129 |
|                    |          | Other    | -,6098*                  | 0,12,078 | 0,000 | −0,9659                  | −0,2537 |
|                    | NGOs     | Expert   | 0,2330                   | 0,10,057 | 0,313 | −0,0635                  | 0,5296  |
|                    |          | Business | ,6416*                   | 0,08381  | 0,000 | 0,3945                   | 0,8887  |
|                    |          | Citizens | ,3916*                   | 0,09427  | 0,001 | 0,1137                   | 0,6695  |
|                    |          | State    | 0,0120                   | 0,11,555 | 1000  | −0,3287                  | 0,3527  |
|                    |          | Other    | 0,0318                   | 0,12,809 | 1000  | −0,3458                  | 0,4094  |
|                    | Citizens | Expert   | −0,1586                  | 0,10,079 | 1000  | −0,4557                  | 0,1386  |
|                    |          | Business | ,2500*                   | 0,08407  | 0,046 | 0,0021                   | 0,4978  |
|                    |          | NGOs     | -,3916*                  | 0,09427  | 0,001 | −0,6695                  | −0,1137 |
|                    |          | State    | -,3796*                  | 0,11,574 | 0,017 | −0,7208                  | −0,0383 |
|                    |          | Other    | −0,3598                  | 0,12,826 | 0,078 | −0,7379                  | 0,0183  |
|                    | State    | Expert   | 0,2210                   | 0,12,093 | 1000  | −0,1355                  | 0,5775  |
|                    |          | Business | ,6295*                   | 0,10,739 | 0,000 | 0,3129                   | 0,9461  |
|                    |          | NGOs     | −0,0120                  | 0,11,555 | 1000  | −0,3527                  | 0,3287  |
|                    |          | Citizens | ,3796*                   | 0,11,574 | 0,017 | 0,0383                   | 0,7208  |

(continued on next page)

(continued)

| Bonferroni            |          |          |                          |          |       |                          |         |
|-----------------------|----------|----------|--------------------------|----------|-------|--------------------------|---------|
| Dependent variable    |          |          | Mean difference<br>(I-J) | STD      | Sig.  | 95 % Confidence interval |         |
|                       |          |          |                          |          |       | Min                      | Max     |
| Regulatory stringency | Other    | Other    | 0,0198                   | 0,14,462 | 1000  | -0,4066                  | 0,4462  |
|                       |          | Expert   | 0,2013                   | 0,13,296 | 1000  | -0,1908                  | 0,5933  |
|                       |          | Business | ,6098*                   | 0,12,078 | 0,000 | 0,2537                   | 0,9659  |
|                       |          | NGOs     | -0,0318                  | 0,12,809 | 1000  | -0,4094                  | 0,3458  |
|                       |          | Citizens | 0,3598                   | 0,12,826 | 0,078 | -0,0183                  | 0,7379  |
|                       | Expert   | State    | -0,0198                  | 0,14,462 | 1000  | -0,4462                  | 0,4066  |
|                       |          | Business | ,3478*                   | 0,07393  | 0,000 | 0,1298                   | 0,5658  |
|                       |          | NGOs     | -0,1821                  | 0,08163  | 0,392 | -0,4228                  | 0,0586  |
|                       |          | Citizens | 0,0997                   | 0,08181  | 1000  | -0,1415                  | 0,3409  |
|                       |          | State    | -0,2095                  | 0,09816  | 0,499 | -0,4989                  | 0,0799  |
|                       | Business | Other    | -0,2765                  | 0,10,792 | 0,160 | -0,5947                  | 0,0417  |
|                       |          | Expert   | -,3478*                  | 0,07393  | 0,000 | -0,5658                  | -0,1298 |
|                       |          | NGOs     | -,5299*                  | 0,06803  | 0,000 | -0,7305                  | -0,3293 |
|                       |          | Citizens | -,2481*                  | 0,06824  | 0,005 | -0,4493                  | -0,0469 |
|                       |          | State    | -,5573*                  | 0,08717  | 0,000 | -0,8143                  | -0,3003 |
|                       | NGOs     | Other    | -,6243*                  | 0,09804  | 0,000 | -0,9133                  | -0,3353 |
|                       |          | Expert   | 0,1821                   | 0,08163  | 0,392 | -0,0586                  | 0,4228  |
|                       |          | Business | ,5299*                   | 0,06803  | 0,000 | 0,3293                   | 0,7305  |
|                       |          | Citizens | ,2818*                   | 0,07652  | 0,004 | 0,0562                   | 0,5074  |
|                       |          | State    | -0,0274                  | 0,09379  | 1000  | -0,3039                  | 0,2491  |
|                       | Citizens | Other    | -0,0944                  | 0,10,397 | 1000  | -0,4010                  | 0,2121  |
|                       |          | Expert   | -0,0997                  | 0,08181  | 1000  | -0,3409                  | 0,1415  |
|                       |          | Business | ,2481*                   | 0,06824  | 0,005 | 0,0469                   | 0,4493  |
|                       |          | NGOs     | -,2818*                  | 0,07652  | 0,004 | -0,5074                  | -0,0562 |
|                       |          | State    | -,3092*                  | 0,09394  | 0,016 | -0,5861                  | -0,0322 |
|                       | State    | Other    | -,3762*                  | 0,10,411 | 0,005 | -0,6831                  | -0,0692 |
|                       |          | Expert   | 0,2095                   | 0,09816  | 0,499 | -0,0799                  | 0,4989  |
|                       |          | Business | ,5573*                   | 0,08717  | 0,000 | 0,3003                   | 0,8143  |
|                       |          | NGOs     | 0,0274                   | 0,09379  | 1000  | -0,2491                  | 0,3039  |
|                       |          | Citizens | ,3092*                   | 0,09394  | 0,016 | 0,0322                   | 0,5861  |
|                       | Other    | Other    | -0,0670                  | 0,11,739 | 1000  | -0,4131                  | 0,2791  |
|                       |          | Expert   | 0,2765                   | 0,10,792 | 0,160 | -0,0417                  | 0,5947  |
|                       |          | Business | ,6243*                   | 0,09804  | 0,000 | 0,3353                   | 0,9133  |
|                       |          | NGOs     | 0,0944                   | 0,10,397 | 1000  | -0,2121                  | 0,4010  |
|                       |          | Citizens | ,3762*                   | 0,10,411 | 0,005 | 0,0692                   | 0,6831  |
|                       |          | State    | 0,0670                   | 0,11,739 | 1000  | -0,2791                  | 0,4131  |

Note: Base are observed means, standard error as mean of square (error) The error term is the mean of squares (error) = 0.300.

\* The mean difference is significant at the 0.05 level.

*B.1.10. ANOVA results for items of AI concerns & regulatory stringency for stakeholder groups.*

| Bonferroni                      |      |      |                          |       |       |                          |       |
|---------------------------------|------|------|--------------------------|-------|-------|--------------------------|-------|
| Dependent variable              |      |      | Mean difference<br>(I-J) | STD   | Sig.  | 95 % Confidence interval |       |
|                                 |      |      |                          |       |       | Min                      | Min   |
| Concerns_AI may endanger safety | 1,00 | 2,00 | 0,25                     | 0,122 | 0,636 | -0,11                    | 0,61  |
|                                 |      | 3,00 | -0,37                    | 0,132 | 0,082 | -0,76                    | 0,02  |
|                                 |      | 4,00 | 0,30                     | 0,136 | 0,418 | -0,10                    | 0,70  |
|                                 |      | 5,00 | -0,30                    | 0,162 | 1000  | -0,78                    | 0,18  |
|                                 | 2,00 | 6,00 | -0,36                    | 0,181 | 0,743 | -0,89                    | 0,18  |
|                                 |      | 1,00 | -0,25                    | 0,122 | 0,636 | -0,61                    | 0,11  |
|                                 |      | 3,00 | -,62*                    | 0,110 | 0,000 | -0,94                    | -0,29 |
|                                 |      | 4,00 | 0,05                     | 0,114 | 1000  | -0,29                    | 0,39  |
|                                 | 3,00 | 5,00 | -,55*                    | 0,145 | 0,003 | -0,97                    | -0,12 |
|                                 |      | 6,00 | -,60*                    | 0,165 | 0,004 | -1,09                    | -0,12 |
|                                 |      | 1,00 | 0,37                     | 0,132 | 0,082 | -0,02                    | 0,76  |
|                                 |      | 2,00 | ,62*                     | 0,110 | 0,000 | 0,29                     | 0,94  |
|                                 | 4,00 | 4,00 | ,67*                     | 0,126 | 0,000 | 0,30                     | 1,04  |
|                                 |      | 5,00 | 0,07                     | 0,154 | 1000  | -0,38                    | 0,53  |
|                                 |      | 6,00 | 0,01                     | 0,173 | 1000  | -0,50                    | 0,52  |
|                                 |      | 1,00 | -0,30                    | 0,136 | 0,418 | -0,70                    | 0,10  |
|                                 | 5,00 | 2,00 | -0,05                    | 0,114 | 1000  | -0,39                    | 0,29  |
|                                 |      | 3,00 | -,67*                    | 0,126 | 0,000 | -1,04                    | -0,30 |
|                                 |      | 5,00 | -,60*                    | 0,157 | 0,002 | -1,06                    | -0,14 |
|                                 |      | 6,00 | -,66*                    | 0,176 | 0,003 | -1,17                    | -0,14 |
|                                 | 6,00 | 1,00 | 0,30                     | 0,162 | 1000  | -0,18                    | 0,78  |
|                                 |      | 2,00 | ,55*                     | 0,145 | 0,003 | 0,12                     | 0,97  |
|                                 |      | 3,00 | -0,07                    | 0,154 | 1000  | -0,53                    | 0,38  |
|                                 |      | 4,00 | ,60*                     | 0,157 | 0,002 | 0,14                     | 1,06  |
|                                 |      | 6,00 | -0,06                    | 0,197 | 1000  | -0,64                    | 0,52  |
|                                 |      | 1,00 | 0,36                     | 0,181 | 0,743 | -0,18                    | 0,89  |

(continued on next page)

(continued)

| Bonferroni                                                                                                                               |                                                                          |                                                            |                       |       |       |                          |       |       |       |
|------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|------------------------------------------------------------|-----------------------|-------|-------|--------------------------|-------|-------|-------|
| Dependent variable                                                                                                                       |                                                                          |                                                            | Mean difference (I-J) | STD   | Sig.  | 95 % Confidence interval |       |       |       |
|                                                                                                                                          |                                                                          |                                                            |                       |       |       | Min                      | Min   |       |       |
| Concerns_AI may breach fundamental rights (such as human dignity, privacy, data protection, freedom of expression, workers' rights etc.) | 1,00                                                                     | 2,00                                                       | ,60*                  | 0,165 | 0,004 | 0,12                     | 1,09  |       |       |
|                                                                                                                                          |                                                                          | 3,00                                                       | −0,01                 | 0,173 | 1000  | −0,52                    | 0,50  |       |       |
|                                                                                                                                          |                                                                          | 4,00                                                       | ,66*                  | 0,176 | 0,003 | 0,14                     | 1,17  |       |       |
|                                                                                                                                          |                                                                          | 5,00                                                       | 0,06                  | 0,197 | 1000  | −0,52                    | 0,64  |       |       |
|                                                                                                                                          |                                                                          | 2,00                                                       | ,39*                  | 0,111 | 0,007 | 0,06                     | 0,72  |       |       |
|                                                                                                                                          |                                                                          | 3,00                                                       | −0,18                 | 0,121 | 1000  | −0,54                    | 0,17  |       |       |
|                                                                                                                                          |                                                                          | 4,00                                                       | 0,15                  | 0,124 | 1000  | −0,21                    | 0,52  |       |       |
|                                                                                                                                          |                                                                          | 5,00                                                       | −0,07                 | 0,148 | 1000  | −0,50                    | 0,37  |       |       |
|                                                                                                                                          |                                                                          | 6,00                                                       | −0,05                 | 0,165 | 1000  | −0,53                    | 0,44  |       |       |
|                                                                                                                                          |                                                                          | 2,00                                                       | 1,00                  | −,39* | 0,111 | 0,007                    | −0,72 | −0,06 |       |
|                                                                                                                                          |                                                                          | 3,00                                                       | −,57*                 | 0,101 | 0,000 | −0,87                    | −0,27 |       |       |
|                                                                                                                                          |                                                                          | 4,00                                                       | −0,23                 | 0,104 | 0,371 | −0,54                    | 0,07  |       |       |
|                                                                                                                                          | 2,00                                                                     | 5,00                                                       | −,46*                 | 0,132 | 0,008 | −0,85                    | −0,07 |       |       |
|                                                                                                                                          |                                                                          | 6,00                                                       | −0,44                 | 0,151 | 0,058 | −0,88                    | 0,01  |       |       |
|                                                                                                                                          |                                                                          | 1,00                                                       | 0,18                  | 0,121 | 1000  | −0,17                    | 0,54  |       |       |
|                                                                                                                                          |                                                                          | 2,00                                                       | ,57*                  | 0,101 | 0,000 | 0,27                     | 0,87  |       |       |
|                                                                                                                                          |                                                                          | 4,00                                                       | 0,34                  | 0,115 | 0,054 | 0,00                     | 0,67  |       |       |
|                                                                                                                                          |                                                                          | 5,00                                                       | 0,11                  | 0,140 | 1000  | −0,30                    | 0,53  |       |       |
|                                                                                                                                          |                                                                          | 6,00                                                       | 0,13                  | 0,158 | 1000  | −0,33                    | 0,60  |       |       |
|                                                                                                                                          |                                                                          | 1,00                                                       | −0,15                 | 0,124 | 1000  | −0,52                    | 0,21  |       |       |
|                                                                                                                                          |                                                                          | 2,00                                                       | 0,23                  | 0,104 | 0,371 | −0,07                    | 0,54  |       |       |
|                                                                                                                                          |                                                                          | 3,00                                                       | −0,34                 | 0,115 | 0,054 | −0,67                    | 0,00  |       |       |
|                                                                                                                                          |                                                                          | 5,00                                                       | −0,22                 | 0,143 | 1000  | −0,64                    | 0,20  |       |       |
|                                                                                                                                          |                                                                          | 6,00                                                       | −0,20                 | 0,160 | 1000  | −0,68                    | 0,27  |       |       |
|                                                                                                                                          | 3,00                                                                     | 1,00                                                       | 0,07                  | 0,148 | 1000  | −0,37                    | 0,50  |       |       |
|                                                                                                                                          |                                                                          | 2,00                                                       | ,46*                  | 0,132 | 0,008 | 0,07                     | 0,85  |       |       |
|                                                                                                                                          |                                                                          | 3,00                                                       | −0,11                 | 0,140 | 1000  | −0,53                    | 0,30  |       |       |
|                                                                                                                                          |                                                                          | 4,00                                                       | 0,22                  | 0,143 | 1000  | −0,20                    | 0,64  |       |       |
|                                                                                                                                          |                                                                          | 6,00                                                       | 0,02                  | 0,180 | 1000  | −0,51                    | 0,55  |       |       |
|                                                                                                                                          |                                                                          | 1,00                                                       | 0,05                  | 0,165 | 1000  | −0,44                    | 0,53  |       |       |
|                                                                                                                                          |                                                                          | 2,00                                                       | 0,44                  | 0,151 | 0,058 | −0,01                    | 0,88  |       |       |
|                                                                                                                                          |                                                                          | 3,00                                                       | −0,13                 | 0,158 | 1000  | −0,60                    | 0,33  |       |       |
|                                                                                                                                          |                                                                          | 4,00                                                       | 0,20                  | 0,160 | 1000  | −0,27                    | 0,68  |       |       |
|                                                                                                                                          |                                                                          | 5,00                                                       | −0,02                 | 0,180 | 1000  | −0,55                    | 0,51  |       |       |
|                                                                                                                                          |                                                                          | 2,00                                                       | 0,33                  | 0,111 | 0,051 | 0,00                     | 0,65  |       |       |
|                                                                                                                                          |                                                                          | Concerns_The use of AI may lead to discriminatory outcomes | 1,00                  | 3,00  | −0,22 | 0,121                    | 1000  | −0,57 | 0,14  |
| 4,00                                                                                                                                     | 0,26                                                                     |                                                            |                       | 0,124 | 0,522 | −0,10                    | 0,63  |       |       |
| 5,00                                                                                                                                     | −0,19                                                                    |                                                            |                       | 0,148 | 1000  | −0,62                    | 0,25  |       |       |
| 6,00                                                                                                                                     | −0,17                                                                    |                                                            |                       | 0,165 | 1000  | −0,66                    | 0,31  |       |       |
| 2,00                                                                                                                                     | 1,00                                                                     |                                                            |                       | −0,33 | 0,111 | 0,051                    | −0,65 | 0,00  |       |
| 3,00                                                                                                                                     | −,54*                                                                    |                                                            |                       | 0,101 | 0,000 | −0,84                    | −0,25 |       |       |
| 4,00                                                                                                                                     | −0,06                                                                    |                                                            |                       | 0,104 | 1000  | −0,37                    | 0,24  |       |       |
| 5,00                                                                                                                                     | −,51*                                                                    |                                                            |                       | 0,132 | 0,002 | −0,90                    | −0,12 |       |       |
| 6,00                                                                                                                                     | −,50*                                                                    |                                                            |                       | 0,151 | 0,015 | −0,94                    | −0,06 |       |       |
| 3,00                                                                                                                                     | 1,00                                                                     |                                                            |                       | 0,22  | 0,121 | 1000                     | −0,14 | 0,57  |       |
| 2,00                                                                                                                                     | ,54*                                                                     |                                                            |                       | 0,101 | 0,000 | 0,25                     | 0,84  |       |       |
| 4,00                                                                                                                                     | ,48*                                                                     |                                                            |                       | 0,115 | 0,001 | 0,14                     | 0,82  |       |       |
| 2,00                                                                                                                                     | 5,00                                                                     |                                                            | 0,03                  | 0,140 | 1000  | −0,38                    | 0,44  |       |       |
|                                                                                                                                          | 6,00                                                                     |                                                            | 0,04                  | 0,158 | 1000  | −0,42                    | 0,51  |       |       |
|                                                                                                                                          | 1,00                                                                     |                                                            | −0,26                 | 0,124 | 0,522 | −0,63                    | 0,10  |       |       |
|                                                                                                                                          | 2,00                                                                     |                                                            | 0,06                  | 0,104 | 1000  | −0,24                    | 0,37  |       |       |
|                                                                                                                                          | 3,00                                                                     |                                                            | −,48*                 | 0,115 | 0,001 | −0,82                    | −0,14 |       |       |
|                                                                                                                                          | 5,00                                                                     |                                                            | −,45*                 | 0,143 | 0,028 | −0,87                    | −0,03 |       |       |
|                                                                                                                                          | 6,00                                                                     |                                                            | −0,44                 | 0,160 | 0,103 | −0,91                    | 0,04  |       |       |
|                                                                                                                                          | 1,00                                                                     |                                                            | 0,19                  | 0,148 | 1000  | −0,25                    | 0,62  |       |       |
|                                                                                                                                          | 2,00                                                                     |                                                            | ,51*                  | 0,132 | 0,002 | 0,12                     | 0,90  |       |       |
|                                                                                                                                          | 3,00                                                                     |                                                            | −0,03                 | 0,140 | 1000  | −0,44                    | 0,38  |       |       |
|                                                                                                                                          | 4,00                                                                     |                                                            | ,45*                  | 0,143 | 0,028 | 0,03                     | 0,87  |       |       |
|                                                                                                                                          | 6,00                                                                     |                                                            | 0,01                  | 0,179 | 1000  | −0,52                    | 0,54  |       |       |
| 3,00                                                                                                                                     | 1,00                                                                     |                                                            | 0,17                  | 0,165 | 1000  | −0,31                    | 0,66  |       |       |
|                                                                                                                                          | 2,00                                                                     |                                                            | ,50*                  | 0,151 | 0,015 | 0,06                     | 0,94  |       |       |
|                                                                                                                                          | 3,00                                                                     |                                                            | −0,04                 | 0,158 | 1000  | −0,51                    | 0,42  |       |       |
|                                                                                                                                          | 4,00                                                                     |                                                            | 0,44                  | 0,160 | 0,103 | −0,04                    | 0,91  |       |       |
|                                                                                                                                          | 5,00                                                                     |                                                            | −0,01                 | 0,179 | 1000  | −0,54                    | 0,52  |       |       |
|                                                                                                                                          | 2,00                                                                     |                                                            | ,64*                  | 0,128 | 0,000 | 0,26                     | 1,02  |       |       |
|                                                                                                                                          | 3,00                                                                     |                                                            | −0,02                 | 0,139 | 1000  | −0,43                    | 0,39  |       |       |
|                                                                                                                                          | 4,00                                                                     |                                                            | 0,30                  | 0,143 | 0,506 | −0,12                    | 0,73  |       |       |
|                                                                                                                                          | 5,00                                                                     |                                                            | 0,13                  | 0,171 | 1000  | −0,38                    | 0,63  |       |       |
|                                                                                                                                          | 6,00                                                                     |                                                            | −0,10                 | 0,190 | 1000  | −0,66                    | 0,46  |       |       |
|                                                                                                                                          | Concerns_AI may take actions for which the rationale cannot be explained |                                                            | 1,00                  | 1,00  | −,64* | 0,128                    | 0,000 | −1,02 | −0,26 |
|                                                                                                                                          |                                                                          |                                                            |                       | 3,00  | −,65* | 0,116                    | 0,000 | −1,00 | −0,31 |
| 4,00                                                                                                                                     |                                                                          | −0,33                                                      |                       | 0,120 | 0,089 | −0,69                    | 0,02  |       |       |
| 5,00                                                                                                                                     |                                                                          | −,51*                                                      |                       | 0,152 | 0,012 | −0,96                    | −0,06 |       |       |

(continued on next page)

(continued)

| Bonferroni                                                                                     |      |      |                       |       |       |                          |       |
|------------------------------------------------------------------------------------------------|------|------|-----------------------|-------|-------|--------------------------|-------|
| Dependent variable                                                                             |      |      | Mean difference (I-J) | STD   | Sig.  | 95 % Confidence interval |       |
|                                                                                                |      |      |                       |       |       | Min                      | Min   |
| Concerns AI may make it more difficult for persons having suffered harm to obtain compensation | 3,00 | 6,00 | -,74*                 | 0,174 | 0,000 | -1,25                    | -0,23 |
|                                                                                                |      | 1,00 | 0,02                  | 0,139 | 1000  | -0,39                    | 0,43  |
|                                                                                                |      | 2,00 | ,65*                  | 0,116 | 0,000 | 0,31                     | 1,00  |
|                                                                                                |      | 4,00 | 0,32                  | 0,132 | 0,234 | -0,07                    | 0,71  |
|                                                                                                | 4,00 | 5,00 | 0,14                  | 0,162 | 1000  | -0,34                    | 0,62  |
|                                                                                                |      | 6,00 | -0,09                 | 0,182 | 1000  | -0,62                    | 0,45  |
|                                                                                                |      | 1,00 | -0,30                 | 0,143 | 0,506 | -0,73                    | 0,12  |
|                                                                                                |      | 2,00 | 0,33                  | 0,120 | 0,089 | -0,02                    | 0,69  |
|                                                                                                | 5,00 | 3,00 | -0,32                 | 0,132 | 0,234 | -0,71                    | 0,07  |
|                                                                                                |      | 5,00 | -0,18                 | 0,165 | 1000  | -0,67                    | 0,31  |
|                                                                                                |      | 6,00 | -0,41                 | 0,185 | 0,426 | -0,95                    | 0,14  |
|                                                                                                |      | 1,00 | -0,13                 | 0,171 | 1000  | -0,63                    | 0,38  |
|                                                                                                | 6,00 | 2,00 | ,51*                  | 0,152 | 0,012 | 0,06                     | 0,96  |
|                                                                                                |      | 3,00 | -0,14                 | 0,162 | 1000  | -0,62                    | 0,34  |
|                                                                                                |      | 4,00 | 0,18                  | 0,165 | 1000  | -0,31                    | 0,67  |
|                                                                                                |      | 6,00 | -0,23                 | 0,207 | 1000  | -0,84                    | 0,38  |
|                                                                                                | 1,00 | 1,00 | 0,10                  | 0,190 | 1000  | -0,46                    | 0,66  |
|                                                                                                |      | 2,00 | ,74*                  | 0,174 | 0,000 | 0,23                     | 1,25  |
|                                                                                                |      | 3,00 | 0,09                  | 0,182 | 1000  | -0,45                    | 0,62  |
|                                                                                                |      | 4,00 | 0,41                  | 0,185 | 0,426 | -0,14                    | 0,95  |
|                                                                                                | 2,00 | 5,00 | 0,23                  | 0,207 | 1000  | -0,38                    | 0,84  |
|                                                                                                |      | 2,00 | ,54*                  | 0,133 | 0,001 | 0,15                     | 0,93  |
|                                                                                                |      | 3,00 | -0,42                 | 0,145 | 0,056 | -0,85                    | 0,00  |
|                                                                                                |      | 4,00 | 0,01                  | 0,148 | 1000  | -0,43                    | 0,44  |
|                                                                                                | 3,00 | 5,00 | -0,28                 | 0,177 | 1000  | -0,81                    | 0,24  |
|                                                                                                |      | 6,00 | -0,32                 | 0,198 | 1000  | -0,90                    | 0,27  |
|                                                                                                |      | 1,00 | -,54*                 | 0,133 | 0,001 | -0,93                    | -0,15 |
|                                                                                                |      | 3,00 | -,96*                 | 0,121 | 0,000 | -1,32                    | -0,60 |
|                                                                                                | 4,00 | 4,00 | -,53*                 | 0,125 | 0,000 | -0,90                    | -0,16 |
|                                                                                                |      | 5,00 | -,82*                 | 0,158 | 0,000 | -1,29                    | -0,36 |
|                                                                                                |      | 6,00 | -,85*                 | 0,181 | 0,000 | -1,39                    | -0,32 |
|                                                                                                |      | 1,00 | 0,42                  | 0,145 | 0,056 | 0,00                     | 0,85  |
|                                                                                                | 5,00 | 2,00 | ,96*                  | 0,121 | 0,000 | 0,60                     | 1,32  |
|                                                                                                |      | 4,00 | ,43*                  | 0,138 | 0,029 | 0,02                     | 0,83  |
|                                                                                                |      | 5,00 | 0,14                  | 0,168 | 1000  | -0,36                    | 0,63  |
|                                                                                                |      | 6,00 | 0,11                  | 0,189 | 1000  | -0,45                    | 0,66  |
|                                                                                                | 6,00 | 1,00 | -0,01                 | 0,148 | 1000  | -0,44                    | 0,43  |
|                                                                                                |      | 2,00 | ,53*                  | 0,125 | 0,000 | 0,16                     | 0,90  |
|                                                                                                |      | 3,00 | -,43*                 | 0,138 | 0,029 | -0,83                    | -0,02 |
|                                                                                                |      | 5,00 | -0,29                 | 0,171 | 1000  | -0,80                    | 0,22  |
| Concerns AI is not always accurate                                                             | 1,00 | 6,00 | -0,32                 | 0,192 | 1000  | -0,89                    | 0,24  |
|                                                                                                |      | 1,00 | 0,28                  | 0,177 | 1000  | -0,24                    | 0,81  |
|                                                                                                |      | 2,00 | ,82*                  | 0,158 | 0,000 | 0,36                     | 1,29  |
|                                                                                                |      | 3,00 | -0,14                 | 0,168 | 1000  | -0,63                    | 0,36  |
|                                                                                                | 2,00 | 4,00 | 0,29                  | 0,171 | 1000  | -0,22                    | 0,80  |
|                                                                                                |      | 6,00 | -0,03                 | 0,215 | 1000  | -0,67                    | 0,60  |
|                                                                                                |      | 1,00 | 0,32                  | 0,198 | 1000  | -0,27                    | 0,90  |
|                                                                                                |      | 2,00 | ,85*                  | 0,181 | 0,000 | 0,32                     | 1,39  |
|                                                                                                | 3,00 | 3,00 | -0,11                 | 0,189 | 1000  | -0,66                    | 0,45  |
|                                                                                                |      | 4,00 | 0,32                  | 0,192 | 1000  | -0,24                    | 0,89  |
|                                                                                                |      | 5,00 | 0,03                  | 0,215 | 1000  | -0,60                    | 0,67  |
|                                                                                                |      | 2,00 | ,67*                  | 0,141 | 0,000 | 0,26                     | 1,09  |
|                                                                                                | 4,00 | 3,00 | -0,07                 | 0,153 | 1000  | -0,52                    | 0,39  |
|                                                                                                |      | 4,00 | 0,33                  | 0,157 | 0,519 | -0,13                    | 0,80  |
|                                                                                                |      | 5,00 | -0,13                 | 0,188 | 1000  | -0,68                    | 0,43  |
|                                                                                                |      | 6,00 | -0,39                 | 0,209 | 0,912 | -1,01                    | 0,22  |
|                                                                                                | 5,00 | 1,00 | -,67*                 | 0,141 | 0,000 | -1,09                    | -0,26 |
|                                                                                                |      | 3,00 | -,74*                 | 0,128 | 0,000 | -1,12                    | -0,36 |
|                                                                                                |      | 4,00 | -0,34                 | 0,132 | 0,157 | -0,73                    | 0,05  |
|                                                                                                |      | 5,00 | -,80*                 | 0,167 | 0,000 | -1,29                    | -0,31 |
|                                                                                                | 6,00 | 6,00 | -1,07*                | 0,191 | 0,000 | -1,63                    | -0,50 |
|                                                                                                |      | 1,00 | 0,07                  | 0,153 | 1000  | -0,39                    | 0,52  |
|                                                                                                |      | 2,00 | ,74*                  | 0,128 | 0,000 | 0,36                     | 1,12  |
|                                                                                                |      | 4,00 | 0,40                  | 0,146 | 0,094 | -0,03                    | 0,83  |
|                                                                                                | 7,00 | 5,00 | -0,06                 | 0,178 | 1000  | -0,58                    | 0,47  |
|                                                                                                |      | 6,00 | -0,33                 | 0,201 | 1000  | -0,92                    | 0,27  |
|                                                                                                |      | 1,00 | -0,33                 | 0,157 | 0,519 | -0,80                    | 0,13  |
|                                                                                                |      | 2,00 | 0,34                  | 0,132 | 0,157 | -0,05                    | 0,73  |
|                                                                                                | 8,00 | 3,00 | -0,40                 | 0,146 | 0,094 | -0,83                    | 0,03  |
|                                                                                                |      | 5,00 | -0,46                 | 0,181 | 0,175 | -0,99                    | 0,08  |
|                                                                                                |      | 6,00 | -,73*                 | 0,204 | 0,006 | -1,33                    | -0,13 |
|                                                                                                |      | 1,00 | 0,13                  | 0,188 | 1000  | -0,43                    | 0,68  |
|                                                                                                | 9,00 | 2,00 | ,80*                  | 0,167 | 0,000 | 0,31                     | 1,29  |

(continued on next page)

(continued)

| Bonferroni         |      |                       |       |       |                          |      |
|--------------------|------|-----------------------|-------|-------|--------------------------|------|
| Dependent variable |      | Mean difference (I-J) | STD   | Sig.  | 95 % Confidence interval |      |
|                    |      |                       |       |       | Min                      | Min  |
|                    | 3,00 | 0,06                  | 0,178 | 1000  | −0,47                    | 0,58 |
|                    | 4,00 | 0,46                  | 0,181 | 0,175 | −0,08                    | 0,99 |
|                    | 6,00 | −0,27                 | 0,228 | 1000  | −0,94                    | 0,41 |
|                    | 1,00 | 0,39                  | 0,209 | 0,912 | −0,22                    | 1,01 |
|                    | 2,00 | 1,07*                 | 0,191 | 0,000 | 0,50                     | 1,63 |
|                    | 3,00 | 0,33                  | 0,201 | 1000  | −0,27                    | 0,92 |
|                    | 4,00 | ,73*                  | 0,204 | 0,006 | 0,13                     | 1,33 |
|                    | 5,00 | 0,27                  | 0,228 | 1000  | −0,41                    | 0,94 |

| Bonferroni                                     |      |      |                       |       |       |                          |       |
|------------------------------------------------|------|------|-----------------------|-------|-------|--------------------------|-------|
| Dependent variable                             |      |      | Mean difference (I-J) | STD   | Sig.  | 95 % Confidence interval |       |
|                                                |      |      |                       |       |       | Lower                    | Upper |
| Requirements_The quality of training data sets | 1,00 | 2,00 | ,46*                  | 0,115 | 0,001 | 0,12                     | 0,80  |
|                                                |      | 3,00 | −0,15                 | 0,126 | 1000  | −0,52                    | 0,22  |
|                                                |      | 4,00 | 0,15                  | 0,127 | 1000  | −0,22                    | 0,53  |
|                                                |      | 5,00 | −0,17                 | 0,152 | 1000  | −0,61                    | 0,28  |
|                                                |      | 6,00 | −0,27                 | 0,167 | 1000  | −0,76                    | 0,23  |
|                                                | 2,00 | 1,00 | −,46*                 | 0,115 | 0,001 | −0,80                    | −0,12 |
|                                                |      | 3,00 | −,61*                 | 0,104 | 0,000 | −0,92                    | −0,31 |
|                                                |      | 4,00 | −0,31                 | 0,105 | 0,052 | −0,62                    | 0,00  |
|                                                |      | 5,00 | −,63*                 | 0,134 | 0,000 | −1,02                    | −0,23 |
|                                                |      | 6,00 | −,73*                 | 0,151 | 0,000 | −1,17                    | −0,28 |
|                                                | 3,00 | 1,00 | 0,15                  | 0,126 | 1000  | −0,22                    | 0,52  |
|                                                |      | 2,00 | ,61*                  | 0,104 | 0,000 | 0,31                     | 0,92  |
|                                                |      | 4,00 | 0,30                  | 0,118 | 0,153 | −0,04                    | 0,65  |
|                                                |      | 5,00 | −0,01                 | 0,144 | 1000  | −0,44                    | 0,41  |
|                                                |      | 6,00 | −0,11                 | 0,160 | 1000  | −0,59                    | 0,36  |
|                                                | 4,00 | 1,00 | −0,15                 | 0,127 | 1000  | −0,53                    | 0,22  |
|                                                |      | 2,00 | 0,31                  | 0,105 | 0,052 | 0,00                     | 0,62  |
|                                                |      | 3,00 | −0,30                 | 0,118 | 0,153 | −0,65                    | 0,04  |
|                                                |      | 5,00 | −0,32                 | 0,145 | 0,423 | −0,74                    | 0,11  |
|                                                |      | 6,00 | −0,42                 | 0,161 | 0,148 | −0,89                    | 0,06  |
|                                                | 5,00 | 1,00 | 0,17                  | 0,152 | 1000  | −0,28                    | 0,61  |
|                                                |      | 2,00 | ,63*                  | 0,134 | 0,000 | 0,23                     | 1,02  |
|                                                |      | 3,00 | 0,01                  | 0,144 | 1000  | −0,41                    | 0,44  |
|                                                |      | 4,00 | 0,32                  | 0,145 | 0,423 | −0,11                    | 0,74  |
|                                                |      | 6,00 | −0,10                 | 0,181 | 1000  | −0,63                    | 0,43  |
|                                                | 6,00 | 1,00 | 0,27                  | 0,167 | 1000  | −0,23                    | 0,76  |
|                                                |      | 2,00 | ,73*                  | 0,151 | 0,000 | 0,28                     | 1,17  |
|                                                |      | 3,00 | 0,11                  | 0,160 | 1000  | −0,36                    | 0,59  |
|                                                |      | 4,00 | 0,42                  | 0,161 | 0,148 | −0,06                    | 0,89  |
|                                                |      | 5,00 | 0,10                  | 0,181 | 1000  | −0,43                    | 0,63  |
| Requirements_The keeping of records and data   | 1,00 | 2,00 | 0,32                  | 0,113 | 0,071 | −0,01                    | 0,65  |
|                                                |      | 3,00 | −0,15                 | 0,124 | 1000  | −0,51                    | 0,22  |
|                                                |      | 4,00 | 0,11                  | 0,125 | 1000  | −0,26                    | 0,48  |
|                                                |      | 5,00 | −0,18                 | 0,149 | 1000  | −0,62                    | 0,26  |
|                                                |      | 6,00 | −0,15                 | 0,164 | 1000  | −0,63                    | 0,33  |
|                                                | 2,00 | 1,00 | −0,32                 | 0,113 | 0,071 | −0,65                    | 0,01  |
|                                                |      | 3,00 | −,47*                 | 0,102 | 0,000 | −0,77                    | −0,17 |
|                                                |      | 4,00 | −0,21                 | 0,103 | 0,640 | −0,51                    | 0,09  |
|                                                |      | 5,00 | −,50*                 | 0,131 | 0,002 | −0,89                    | −0,11 |
|                                                |      | 6,00 | −,47*                 | 0,148 | 0,024 | −0,91                    | −0,03 |
|                                                | 3,00 | 1,00 | 0,15                  | 0,124 | 1000  | −0,22                    | 0,51  |
|                                                |      | 2,00 | ,47*                  | 0,102 | 0,000 | 0,17                     | 0,77  |
|                                                |      | 4,00 | 0,26                  | 0,115 | 0,393 | −0,08                    | 0,60  |
|                                                |      | 5,00 | −0,03                 | 0,141 | 1000  | −0,45                    | 0,38  |
|                                                |      | 6,00 | 0,00                  | 0,157 | 1000  | −0,47                    | 0,46  |
|                                                | 4,00 | 1,00 | −0,11                 | 0,125 | 1000  | −0,48                    | 0,26  |
|                                                |      | 2,00 | 0,21                  | 0,103 | 0,640 | −0,09                    | 0,51  |
|                                                |      | 3,00 | −0,26                 | 0,115 | 0,393 | −0,60                    | 0,08  |
|                                                |      | 5,00 | −0,29                 | 0,142 | 0,625 | −0,71                    | 0,13  |
|                                                |      | 6,00 | −0,26                 | 0,158 | 1000  | −0,73                    | 0,20  |
|                                                | 5,00 | 1,00 | 0,18                  | 0,149 | 1000  | −0,26                    | 0,62  |
|                                                |      | 2,00 | ,50*                  | 0,131 | 0,002 | 0,11                     | 0,89  |
|                                                |      | 3,00 | 0,03                  | 0,141 | 1000  | −0,38                    | 0,45  |
|                                                |      | 4,00 | 0,29                  | 0,142 | 0,625 | −0,13                    | 0,71  |
|                                                |      | 6,00 | 0,03                  | 0,177 | 1000  | −0,49                    | 0,55  |
|                                                | 6,00 | 1,00 | 0,15                  | 0,164 | 1000  | −0,33                    | 0,63  |
|                                                |      | 2,00 | ,47*                  | 0,148 | 0,024 | 0,03                     | 0,91  |

(continued on next page)

(continued)

| Bonferroni                                                           |                                                    |      |                       |       |       |                          |       |       |
|----------------------------------------------------------------------|----------------------------------------------------|------|-----------------------|-------|-------|--------------------------|-------|-------|
| Dependent variable                                                   |                                                    |      | Mean difference (I-J) | STD   | Sig.  | 95 % Confidence interval |       |       |
|                                                                      |                                                    |      |                       |       |       | Lower                    | Upper |       |
| Requirements_Information on the purpose and the nature of AI systems | 1,00                                               | 3,00 | 0,00                  | 0,157 | 1000  | -0,46                    | 0,47  |       |
|                                                                      |                                                    | 4,00 | 0,26                  | 0,158 | 1000  | -0,20                    | 0,73  |       |
|                                                                      |                                                    | 5,00 | -0,03                 | 0,177 | 1000  | -0,55                    | 0,49  |       |
|                                                                      |                                                    | 2,00 | 0,25                  | 0,106 | 0,289 | -0,06                    | 0,56  |       |
|                                                                      |                                                    | 3,00 | -0,27                 | 0,116 | 0,285 | -0,62                    | 0,07  |       |
|                                                                      |                                                    | 4,00 | 0,05                  | 0,117 | 1000  | -0,30                    | 0,39  |       |
|                                                                      | 2,00                                               | 5,00 | -0,17                 | 0,140 | 1000  | -0,58                    | 0,25  |       |
|                                                                      |                                                    | 6,00 | -0,24                 | 0,154 | 1000  | -0,69                    | 0,22  |       |
|                                                                      |                                                    | 1,00 | -0,25                 | 0,106 | 0,289 | -0,56                    | 0,06  |       |
|                                                                      |                                                    | 3,00 | -,52*                 | 0,096 | 0,000 | -0,80                    | -0,24 |       |
|                                                                      |                                                    | 4,00 | -0,20                 | 0,097 | 0,605 | -0,49                    | 0,09  |       |
|                                                                      |                                                    | 5,00 | -,41*                 | 0,123 | 0,012 | -0,78                    | -0,05 |       |
|                                                                      | 3,00                                               | 6,00 | -,48*                 | 0,139 | 0,008 | -0,89                    | -0,07 |       |
|                                                                      |                                                    | 1,00 | 0,27                  | 0,116 | 0,285 | -0,07                    | 0,62  |       |
|                                                                      |                                                    | 2,00 | ,52*                  | 0,096 | 0,000 | 0,24                     | 0,80  |       |
|                                                                      |                                                    | 4,00 | ,32*                  | 0,108 | 0,046 | 0,00                     | 0,64  |       |
|                                                                      |                                                    | 5,00 | 0,11                  | 0,132 | 1000  | -0,28                    | 0,50  |       |
|                                                                      |                                                    | 6,00 | 0,04                  | 0,147 | 1000  | -0,40                    | 0,47  |       |
|                                                                      | 4,00                                               | 1,00 | -0,05                 | 0,117 | 1000  | -0,39                    | 0,30  |       |
|                                                                      |                                                    | 2,00 | 0,20                  | 0,097 | 0,605 | -0,09                    | 0,49  |       |
|                                                                      |                                                    | 3,00 | -,32*                 | 0,108 | 0,046 | -0,64                    | 0,00  |       |
|                                                                      |                                                    | 5,00 | -0,22                 | 0,133 | 1000  | -0,61                    | 0,18  |       |
|                                                                      |                                                    | 6,00 | -0,28                 | 0,148 | 0,828 | -0,72                    | 0,15  |       |
|                                                                      |                                                    | 1,00 | 0,17                  | 0,140 | 1000  | -0,25                    | 0,58  |       |
|                                                                      | 5,00                                               | 2,00 | ,41*                  | 0,123 | 0,012 | 0,05                     | 0,78  |       |
|                                                                      |                                                    | 3,00 | -0,11                 | 0,132 | 1000  | -0,50                    | 0,28  |       |
|                                                                      |                                                    | 4,00 | 0,22                  | 0,133 | 1000  | -0,18                    | 0,61  |       |
|                                                                      |                                                    | 6,00 | -0,07                 | 0,166 | 1000  | -0,56                    | 0,42  |       |
|                                                                      |                                                    | 1,00 | 0,24                  | 0,154 | 1000  | -0,22                    | 0,69  |       |
|                                                                      |                                                    | 2,00 | ,48*                  | 0,139 | 0,008 | 0,07                     | 0,89  |       |
|                                                                      | Requirements_Robustness and accuracy of AI systems | 3,00 | 4,00                  | -0,04 | 0,147 | 1000                     | -0,47 | 0,40  |
|                                                                      |                                                    |      | 5,00                  | 0,28  | 0,148 | 0,828                    | -0,15 | 0,72  |
|                                                                      |                                                    |      | 6,00                  | 0,07  | 0,166 | 1000                     | -0,42 | 0,56  |
|                                                                      |                                                    |      | 1,00                  | 0,25  | 0,105 | 0,267                    | -0,06 | 0,56  |
|                                                                      |                                                    |      | 2,00                  | -0,16 | 0,116 | 1000                     | -0,50 | 0,18  |
|                                                                      |                                                    |      | 4,00                  | 0,16  | 0,117 | 1000                     | -0,19 | 0,50  |
| 4,00                                                                 |                                                    | 5,00 | -0,36                 | 0,139 | 0,155 | -0,77                    | 0,05  |       |
|                                                                      |                                                    | 6,00 | -0,39                 | 0,153 | 0,171 | -0,84                    | 0,06  |       |
|                                                                      |                                                    | 1,00 | -0,25                 | 0,105 | 0,267 | -0,56                    | 0,06  |       |
|                                                                      |                                                    | 2,00 | -,41*                 | 0,095 | 0,000 | -0,69                    | -0,13 |       |
|                                                                      |                                                    | 3,00 | -0,09                 | 0,096 | 1000  | -0,38                    | 0,19  |       |
|                                                                      |                                                    | 5,00 | -,61*                 | 0,122 | 0,000 | -0,97                    | -0,25 |       |
| 5,00                                                                 |                                                    | 6,00 | -,64*                 | 0,138 | 0,000 | -1,05                    | -0,23 |       |
|                                                                      |                                                    | 1,00 | 0,16                  | 0,116 | 1000  | -0,18                    | 0,50  |       |
|                                                                      |                                                    | 2,00 | ,41*                  | 0,095 | 0,000 | 0,13                     | 0,69  |       |
|                                                                      |                                                    | 3,00 | 0,32                  | 0,108 | 0,052 | 0,00                     | 0,63  |       |
|                                                                      |                                                    | 4,00 | -0,20                 | 0,131 | 1000  | -0,58                    | 0,19  |       |
|                                                                      |                                                    | 6,00 | -0,23                 | 0,146 | 1000  | -0,66                    | 0,20  |       |
| 6,00                                                                 |                                                    | 1,00 | -0,16                 | 0,117 | 1000  | -0,50                    | 0,19  |       |
|                                                                      |                                                    | 2,00 | 0,09                  | 0,096 | 1000  | -0,19                    | 0,38  |       |
|                                                                      |                                                    | 3,00 | -0,32                 | 0,108 | 0,052 | -0,63                    | 0,00  |       |
|                                                                      |                                                    | 4,00 | -,51*                 | 0,132 | 0,002 | -0,90                    | -0,12 |       |
|                                                                      |                                                    | 5,00 | -,55*                 | 0,147 | 0,004 | -0,98                    | -0,11 |       |
|                                                                      |                                                    | 1,00 | 0,36                  | 0,139 | 0,155 | -0,05                    | 0,77  |       |
| Requirements_Human oversight                                         |                                                    | 5,00 | 2,00                  | ,61*  | 0,122 | 0,000                    | 0,25  | 0,97  |
|                                                                      |                                                    |      | 3,00                  | 0,20  | 0,131 | 1000                     | -0,19 | 0,58  |
|                                                                      |                                                    |      | 4,00                  | ,51*  | 0,132 | 0,002                    | 0,12  | 0,90  |
|                                                                      |                                                    |      | 6,00                  | -0,03 | 0,165 | 1000                     | -0,52 | 0,46  |
|                                                                      |                                                    |      | 1,00                  | 0,39  | 0,153 | 0,171                    | -0,06 | 0,84  |
|                                                                      |                                                    |      | 2,00                  | ,64*  | 0,138 | 0,000                    | 0,23  | 1,05  |
|                                                                      |                                                    | 6,00 | 3,00                  | 0,23  | 0,146 | 1000                     | -0,20 | 0,66  |
|                                                                      |                                                    |      | 4,00                  | ,55*  | 0,147 | 0,004                    | 0,11  | 0,98  |
|                                                                      |                                                    |      | 5,00                  | 0,03  | 0,165 | 1000                     | -0,46 | 0,52  |
|                                                                      |                                                    |      | 1,00                  | ,51*  | 0,111 | 0,000                    | 0,18  | 0,83  |
|                                                                      |                                                    |      | 2,00                  | -0,22 | 0,122 | 1000                     | -0,58 | 0,14  |
|                                                                      |                                                    |      | 3,00                  | 0,12  | 0,123 | 1000                     | -0,24 | 0,48  |
|                                                                      | 1,00                                               | 4,00 | -0,11                 | 0,146 | 1000  | -0,54                    | 0,33  |       |
|                                                                      |                                                    | 5,00 | -0,27                 | 0,161 | 1000  | -0,74                    | 0,21  |       |
|                                                                      |                                                    | 2,00 | 1,00                  | -,51* | 0,111 | 0,000                    | -0,83 | -0,18 |
|                                                                      |                                                    | 3,00 | -,73*                 | 0,100 | 0,000 | -1,03                    | -0,43 |       |
|                                                                      |                                                    | 4,00 | -,39*                 | 0,102 | 0,002 | -0,69                    | -0,09 |       |
|                                                                      |                                                    | 5,00 | -,61*                 | 0,129 | 0,000 | -0,99                    | -0,23 |       |
|                                                                      | 2,00                                               | 6,00 | -,77*                 | 0,146 | 0,000 | -1,20                    | -0,34 |       |

(continued on next page)

(continued)

| Bonferroni                                    |      |      |                       |       |       |                          |       |
|-----------------------------------------------|------|------|-----------------------|-------|-------|--------------------------|-------|
| Dependent variable                            |      |      | Mean difference (I-J) | STD   | Sig.  | 95 % Confidence interval |       |
|                                               |      |      |                       |       |       | Lower                    | Upper |
| Requirements_Clear liability and safety rules | 3,00 | 1,00 | 0,22                  | 0,122 | 1000  | -0,14                    | 0,58  |
|                                               |      | 2,00 | ,73*                  | 0,100 | 0,000 | 0,43                     | 1,03  |
|                                               |      | 4,00 | ,34*                  | 0,113 | 0,040 | 0,01                     | 0,68  |
|                                               |      | 5,00 | 0,12                  | 0,138 | 1000  | -0,29                    | 0,52  |
|                                               |      | 6,00 | -0,04                 | 0,154 | 1000  | -0,50                    | 0,41  |
|                                               | 4,00 | 1,00 | -0,12                 | 0,123 | 1000  | -0,48                    | 0,24  |
|                                               |      | 2,00 | ,39*                  | 0,102 | 0,002 | 0,09                     | 0,69  |
|                                               |      | 3,00 | -,34*                 | 0,113 | 0,040 | -0,68                    | -0,01 |
|                                               |      | 5,00 | -0,23                 | 0,139 | 1000  | -0,64                    | 0,19  |
|                                               |      | 6,00 | -0,39                 | 0,155 | 0,199 | -0,84                    | 0,07  |
|                                               | 5,00 | 1,00 | 0,11                  | 0,146 | 1000  | -0,33                    | 0,54  |
|                                               |      | 2,00 | ,61*                  | 0,129 | 0,000 | 0,23                     | 0,99  |
|                                               |      | 3,00 | -0,12                 | 0,138 | 1000  | -0,52                    | 0,29  |
|                                               |      | 4,00 | 0,23                  | 0,139 | 1000  | -0,19                    | 0,64  |
|                                               | 6,00 | 1,00 | -0,16                 | 0,174 | 1000  | -0,67                    | 0,35  |
|                                               |      | 2,00 | 0,27                  | 0,161 | 1000  | -0,21                    | 0,74  |
|                                               |      | 3,00 | ,77*                  | 0,146 | 0,000 | 0,34                     | 1,20  |
|                                               |      | 4,00 | 0,04                  | 0,154 | 1000  | -0,41                    | 0,50  |
|                                               | 1,00 | 2,00 | 0,39                  | 0,155 | 0,199 | -0,07                    | 0,84  |
|                                               |      | 3,00 | 0,16                  | 0,174 | 1000  | -0,35                    | 0,67  |
|                                               |      | 4,00 | ,38*                  | 0,087 | 0,000 | 0,13                     | 0,64  |
|                                               |      | 5,00 | -0,11                 | 0,095 | 1000  | -0,39                    | 0,17  |
|                                               |      | 6,00 | -0,02                 | 0,096 | 1000  | -0,31                    | 0,26  |
|                                               | 2,00 | 3,00 | -0,22                 | 0,114 | 0,783 | -0,56                    | 0,11  |
|                                               |      | 4,00 | -0,17                 | 0,126 | 1000  | -0,54                    | 0,20  |
|                                               |      | 5,00 | -0,38*                | 0,087 | 0,000 | -0,64                    | -0,13 |
|                                               |      | 6,00 | -,50*                 | 0,078 | 0,000 | -0,73                    | -0,27 |
|                                               | 3,00 | 4,00 | -,41*                 | 0,079 | 0,000 | -0,64                    | -0,17 |
|                                               |      | 5,00 | -,61*                 | 0,101 | 0,000 | -0,90                    | -0,31 |
|                                               |      | 6,00 | -,56*                 | 0,114 | 0,000 | -0,89                    | -0,22 |
|                                               | 4,00 | 1,00 | 0,11                  | 0,095 | 1000  | -0,17                    | 0,39  |
|                                               |      | 2,00 | ,50*                  | 0,078 | 0,000 | 0,27                     | 0,73  |
|                                               |      | 3,00 | 0,09                  | 0,089 | 1000  | -0,17                    | 0,35  |
|                                               |      | 5,00 | -0,11                 | 0,108 | 1000  | -0,43                    | 0,21  |
|                                               |      | 6,00 | -0,06                 | 0,121 | 1000  | -0,41                    | 0,30  |
|                                               | 5,00 | 1,00 | 0,02                  | 0,096 | 1000  | -0,26                    | 0,31  |
|                                               |      | 2,00 | ,41*                  | 0,079 | 0,000 | 0,17                     | 0,64  |
|                                               |      | 3,00 | -0,09                 | 0,089 | 1000  | -0,35                    | 0,17  |
|                                               |      | 4,00 | -0,20                 | 0,109 | 1000  | -0,52                    | 0,12  |
|                                               |      | 6,00 | -0,15                 | 0,121 | 1000  | -0,51                    | 0,21  |
|                                               | 6,00 | 1,00 | 0,22                  | 0,114 | 0,783 | -0,11                    | 0,56  |
|                                               |      | 2,00 | ,61*                  | 0,101 | 0,000 | 0,31                     | 0,90  |
|                                               |      | 3,00 | 0,11                  | 0,108 | 1000  | -0,21                    | 0,43  |
|                                               |      | 4,00 | 0,20                  | 0,109 | 1000  | -0,12                    | 0,52  |
|                                               |      | 5,00 | 0,05                  | 0,136 | 1000  | -0,35                    | 0,45  |
|                                               | 7,00 | 1,00 | 0,17                  | 0,126 | 1000  | -0,20                    | 0,54  |
|                                               |      | 2,00 | ,56*                  | 0,114 | 0,000 | 0,22                     | 0,89  |
|                                               |      | 3,00 | 0,06                  | 0,121 | 1000  | -0,30                    | 0,41  |
|                                               |      | 4,00 | 0,15                  | 0,121 | 1000  | -0,21                    | 0,51  |
|                                               | 8,00 | 1,00 | -0,05                 | 0,136 | 1000  | -0,45                    | 0,35  |

Note: Base are observed means.

\* The mean difference is significant at the 0.05 level.

*B.1.11. Neglected values by the EU and representation in the AI PV landscape.*

| Values not entailed in EU Public consultation | Public value entailed in AI PV landscape |
|-----------------------------------------------|------------------------------------------|
| Risks to individuals & communities            | Non-maleficence                          |
| Context sensitive risks                       | Systemic risk reduction                  |
| Harm to the environment                       | Sustainability                           |
| Harm to societal culture & values             | Cultural heritage                        |
| Replacement of human labor                    | Common good                              |

## Analysis 2

## B.2.12. Descriptive results

| Category                               | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------------------------|-----------|---------|---------------|--------------------|
| > 54                                   | 48        | 19,1    | 19,1          | 19,1               |
| 18–24                                  | 13        | 5,2     | 5,2           | 24,3               |
| 25–34                                  | 75        | 29,9    | 29,9          | 54,2               |
| 35–44                                  | 58        | 23,1    | 23,1          | 77,3               |
| 45–54                                  | 57        | 22,7    | 22,7          | 100                |
| Germany                                | 86        | 34,3    | 34,3          | 34,3               |
| Finland                                | 85        | 33,9    | 33,9          | 68,1               |
| Portugal                               | 80        | 31,9    | 31,9          | 100                |
| Female                                 | 101       | 40,2    | 40,2          | 40,2               |
| Male                                   | 150       | 59,8    | 59,8          | 100                |
| Still in school                        | 3         | 1,2     | 1,2           | 1,2                |
| No diploma                             | 11        | 4,4     | 4,4           | 5,6                |
| High-school diploma                    | 34        | 13,5    | 13,7          | 19,3               |
| Completed professional training        | 27        | 10,8    | 10,8          | 30,1               |
| Technical baccalaureate                | 6         | 2,4     | 2,4           | 32,5               |
| Bachelor's degree                      | 65        | 25,9    | 26,1          | 66,3               |
| Master's degree                        | 70        | 27,9    | 28,1          | 94,4               |
| Doctorate/PhD                          | 30        | 12      | 12            | 99,2               |
| Professorship                          | 2         | 0,8     | 0,8           | 100                |
| Mainly cognitive or analytical tasks   | 121       | 48,2    | 52,4          | 52,4               |
| Mainly manual or physical tasks        | 52        | 20,7    | 22,5          | 74,9               |
| Mainly social or people-oriented tasks | 58        | 23,1    | 25,1          | 100                |
| No AI knowledge/experience             | 4         | 1,6     | 1,6           | 1,6                |
| Basic idea of AI                       | 101       | 40,2    | 40,6          | 42,2               |
| Good understanding of AI               | 92        | 36,7    | 36,9          | 79,1               |
| Deep understanding of AI               | 29        | 11,6    | 11,6          | 90,8               |
| Very deep understanding of AI          | 23        | 9,2     | 9,2           | 100                |
| Total                                  | 251       | 100     | 100           | 100                |

## B.2.13. Public value dimension reliability results.

| PV dimension                 | Valid Cases<br>(N) | Valid Cases<br>(%) | Excluded Cases<br>(N) | Excluded Cases<br>(%) | Total Cases<br>(N) | Total Cases<br>(%) | Cronbach's<br>Alpha | Number of<br>Items |
|------------------------------|--------------------|--------------------|-----------------------|-----------------------|--------------------|--------------------|---------------------|--------------------|
| Instrumental-<br>utilitarian | 242                | 96,4               | 9                     | 3,6                   | 251                | 100                | 0,870               | 9                  |
| Moral-ethical                | 237                | 94,4               | 14                    | 5,6                   | 251                | 100                | 0,913               | 9                  |
| Political-social             | 233                | 92,8               | 18                    | 7,2                   | 251                | 100                | 0,865               | 9                  |
| Hedonistic-aesthetical       | 238                | 94,8               | 13                    | 5,2                   | 251                | 100                | 0,863               | 9                  |

## B.2.14. Descriptive results for PV dimensions and items.

|                                   | Valid N | Missing N | Mean | Median | Standard Deviation | Minimum | Maximum |
|-----------------------------------|---------|-----------|------|--------|--------------------|---------|---------|
| <b>Instrumental-utilitarian</b>   | 251     | 0         | 4,81 | 5,00   | 0,82               | 1,11    | 6,00    |
| Autonomy                          | 247     | 4         | 4,60 | 5,00   | 1,16               | 1,00    | 6,00    |
| Transparency                      | 248     | 3         | 4,97 | 5,00   | 1,28               | 1,00    | 6,00    |
| Robustness                        | 250     | 1         | 5,10 | 5,00   | 1,10               | 1,00    | 6,00    |
| Sustainability                    | 248     | 3         | 4,89 | 5,00   | 1,22               | 1,00    | 6,00    |
| Legality                          | 251     | 0         | 4,91 | 5,00   | 1,24               | 1,00    | 6,00    |
| Functioning of EU Internal Market | 249     | 2         | 4,53 | 5,00   | 1,20               | 1,00    | 6,00    |
| Systemic Risk Reduction           | 249     | 2         | 4,87 | 5,00   | 1,25               | 1,00    | 6,00    |
| Performance                       | 251     | 0         | 4,88 | 5,00   | 1,13               | 1,00    | 6,00    |
| Capability of Institutions & Orgs | 248     | 3         | 4,51 | 5,00   | 1,11               | 1,00    | 6,00    |
| <b>Moral-ethical</b>              | 251     | 0         | 4,95 | 5,22   | 0,98               | 1,00    | 6,00    |
| Diversity                         | 247     | 4         | 4,47 | 5,00   | 1,32               | 1,00    | 6,00    |
| Dignity                           | 246     | 5         | 4,81 | 5,00   | 1,24               | 1,00    | 6,00    |
| Integrity                         | 246     | 5         | 4,88 | 5,00   | 1,27               | 1,00    | 6,00    |
| Data Privacy                      | 250     | 1         | 5,24 | 6,00   | 1,27               | 1,00    | 6,00    |
| Fairness                          | 250     | 1         | 4,92 | 5,00   | 1,36               | 1,00    | 6,00    |
| Justice                           | 249     | 2         | 5,16 | 6,00   | 1,21               | 1,00    | 6,00    |
| Cybersecurity                     | 251     | 0         | 5,27 | 6,00   | 1,23               | 1,00    | 6,00    |
| Citizen Rights                    | 249     | 2         | 5,11 | 6,00   | 1,37               | 1,00    | 6,00    |
| Solidarity                        | 243     | 8         | 4,78 | 5,00   | 1,17               | 1,00    | 6,00    |
| <b>Political-social</b>           | 251     | 0         | 4,74 | 4,89   | 0,82               | 1,11    | 6,00    |
| Innovation                        | 250     | 1         | 4,76 | 5,00   | 1,17               | 1,00    | 6,00    |
| Stakeholder Participation         | 247     | 4         | 4,34 | 4,00   | 1,31               | 1,00    | 6,00    |
| Equality                          | 249     | 2         | 4,95 | 5,00   | 1,25               | 1,00    | 6,00    |
| Compromise                        | 242     | 9         | 4,59 | 5,00   | 1,22               | 1,00    | 6,00    |
| Subsidiarity                      | 239     | 12        | 4,37 | 4,00   | 1,19               | 1,00    | 6,00    |

(continued on next page)

(continued)

|                               | Valid N | Missing N | Mean | Median | Standard Deviation | Minimum | Maximum |
|-------------------------------|---------|-----------|------|--------|--------------------|---------|---------|
| Democracy                     | 248     | 3         | 5,01 | 5,00   | 1,19               | 1,00    | 6,00    |
| Citizen Involvement           | 249     | 2         | 4,79 | 5,00   | 1,13               | 1,00    | 6,00    |
| Cooperation                   | 246     | 5         | 4,92 | 5,00   | 1,07               | 1,00    | 6,00    |
| Freedom                       | 247     | 4         | 5,09 | 5,00   | 1,20               | 1,00    | 6,00    |
| <b>Hedonistic-aesthetical</b> | 251     | 0         | 4,86 | 5,00   | 0,79               | 1,11    | 6,00    |
| Common Good                   | 250     | 1         | 5,05 | 5,00   | 1,07               | 1,00    | 6,00    |
| Explainability                | 248     | 3         | 4,70 | 5,00   | 1,15               | 1,00    | 6,00    |
| Accountability                | 248     | 3         | 4,99 | 5,00   | 1,07               | 1,00    | 6,00    |
| User Orientation              | 248     | 3         | 4,72 | 5,00   | 1,13               | 1,00    | 6,00    |
| SME / Startup Support         | 247     | 4         | 4,63 | 5,00   | 1,03               | 1,00    | 6,00    |
| Human Oversight               | 246     | 5         | 5,01 | 5,00   | 1,14               | 1,00    | 6,00    |
| Trust                         | 248     | 3         | 5,08 | 5,00   | 1,24               | 1,00    | 6,00    |
| Non-Malificence               | 250     | 1         | 5,05 | 6,00   | 1,30               | 1,00    | 6,00    |
| Cultural Heritage             | 249     | 2         | 4,45 | 5,00   | 1,28               | 1,00    | 6,00    |

## B.2.15. ANOVA with repeated measures results: value dimensions.

| (I) AI PV Landscape | (J) AI PV Landscape | Mean Difference (I-J) | Std. Error | Sig. <sup>b</sup> | 95 % <sup>b</sup> CI Lower | 95 % <sup>b</sup> CI Upper |
|---------------------|---------------------|-----------------------|------------|-------------------|----------------------------|----------------------------|
| IU                  | PS                  | ,062                  | 0,037      | 0.598             | -0,038                     | 0,161                      |
|                     | HA                  | -,049                 | 0,033      | 0.856             | -0,138                     | 0,40                       |
|                     | ME                  | -,148*                | 0,033      | <0.001            | -0,236                     | -0,060                     |
|                     | IU                  | -,062                 | 0,037      | 0.598             | -0,161                     | -0,038                     |
| PS                  | HA                  | -,111*                | 0,031      | 0.003             | -0,193                     | -0,028                     |
|                     | ME                  | -,209*                | 0,043      | <0.001            | -0,324                     | -0,094                     |
|                     | IU                  | ,049                  | 0,033      | 0.856             | -0,040                     | 0,138                      |
| HA                  | PS                  | ,111*                 | 0,031      | 0.003             | 0,028                      | 0,193                      |
|                     | ME                  | -,099                 | 0,039      | 0.072             | -0,203                     | 0,005                      |
|                     | IU                  | ,148*                 | 0,033      | <0.001            | 0,060                      | 0,236                      |
| ME                  | PS                  | ,209*                 | 0,043      | <0.001            | 0,094                      | 0,324                      |
|                     | HA                  | ,099                  | 0,039      | 0.072             | -0,005                     | 0,203                      |

Note: Based on estimated marginal means.

\* The mean difference is significant at the 0.05 level.

<sup>b</sup> Adjustment for multiple comparisons: Bonferroni.*Maunchly test for sphericity<sup>a</sup>.*

| Innersubject Effect | Mauchly-W | Approx. Chi-Square | df | Sig.  | Greenhouse-Geisser | Epsilon <sup>b</sup> Huynh-Feldt (HF) | Lower Bound |
|---------------------|-----------|--------------------|----|-------|--------------------|---------------------------------------|-------------|
| AI PV Landscape     | ,808      | 53,005             | 5  | <0.01 | ,865               | ,875                                  | ,333        |

Tests the null hypothesis that the error covariance matrix of the orthonormalized transformed dependent variables is proportional to the identity matrix.

a. Design: Constant term.

Within-subject design: AI Public Value Landscape.

b. Can be used to correct degrees of freedom for the averaged significance tests. In the Table with the tests of effects within subjects, corrected tests are displayed.

*Within-subject tests.*

| Source                                       | Type III Sum of Squares | df      | Mean Square | F      | Sig.  | Partial Eta Squared |
|----------------------------------------------|-------------------------|---------|-------------|--------|-------|---------------------|
| AI PV Landscape (Sphericity Assumed)         | 5891                    | 3       | 1964        | 11,796 | <0.01 | ,045                |
| AI PV Landscape (Greenhouse-Geisser)         | 5891                    | 2595    | 2,27        | 11,796 | <0.01 | ,045                |
| AI PV Landscape (Huynh-Feldt HF)             | 5891                    | 2625    | 2244        | 11,796 | <0.01 | ,045                |
| AI PV Landscape (Lower Bound)                | 5891                    | 1       | 5891        | 11,796 | <0.01 | ,045                |
| Error (AI PV Landscape) (Sphericity Assumed) | 124,845                 | 750     | ,166        |        |       |                     |
| Error (AI PV Landscape) (Greenhouse-Geisser) | 124,845                 | 648,727 | ,192        |        |       |                     |
| Error (AI PV Landscape) (Huynh-Feldt HF)     | 124,845                 | 656,132 | ,190        |        |       |                     |
| Error (AI PV Landscape) (Lower Bound)        | 124,845                 | 250     | ,499        |        |       |                     |

## B.2.16. ANOVA with repeated measures results: value items effect size summary

For complete results of single items comparisons please contact the author.

|                               | Subsidiarity             | Capability of institutions & organizations | Stakeholder participation | Functioning of EU intrnal market | Diversity                | Cultural Heritage        | Compromise               | SME / Start-up support   | Autonomy                 | Explainability           | Innovation               | User Orientation         | Citizen Involvement      | Solidarity               | Performance              | Systemic risk reduction  | Dignity                  |
|-------------------------------|--------------------------|--------------------------------------------|---------------------------|----------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| (Cyber-) security             | Mdiff = 0.814, p ≤ 0.001 | Mdiff = 0.756, p ≤ 0.001                   | Mdiff = 0.869, p ≤ 0.001  | Mdiff = 0.688, p ≤ 0.001         | Mdiff = 0.665, p ≤ 0.001 | Mdiff = 0.688, p ≤ 0.001 | Mdiff = 0.643, p ≤ 0.001 | Mdiff = 0.606, p ≤ 0.001 | Mdiff = 0.597, p ≤ 0.001 | Mdiff = 0.493, p ≤ 0.001 | Mdiff = 0.493, p ≤ 0.001 | Mdiff = 0.484, p ≤ 0.001 | Mdiff = 0.430, p ≤ 0.001 | Mdiff = 0.385, p = 0,03  | Mdiff = 0.398, p = 0,001 | Mdiff = 0.403, p = 0,002 | Mdiff = 0.376, p ≤ 0.001 |
| Data Privacy                  | Mdiff = 0.796, p ≤ 0.001 | Mdiff = 0.738, p ≤ 0.001                   | Mdiff = 0.851, p ≤ 0.001  | Mdiff = 0.670, p ≤ 0.001         | Mdiff = 0.647, p ≤ 0.001 | Mdiff = 0.670, p ≤ 0.001 | Mdiff = 0.624, p ≤ 0.001 | Mdiff = 0.588, p ≤ 0.001 | Mdiff = 0.579, p ≤ 0.001 | Mdiff = 0.475, p ≤ 0.001 | Mdiff = 0.475, p ≤ 0.001 | Mdiff = 0.466, p ≤ 0.001 | Mdiff = 0.412, p = 0,001 | Mdiff = 0.367, p = 0,042 | Mdiff = 0.380, p = 0,008 | Mdiff = 0.385, p = 0,001 | Mdiff = 0.357, p ≤ 0.001 |
| Justice                       | Mdiff = 0.751, p ≤ 0.001 | Mdiff = 0.692, p ≤ 0.001                   | Mdiff = 0.805, p ≤ 0.001  | Mdiff = 0.624, p ≤ 0.001         | Mdiff = 0.602, p ≤ 0.001 | Mdiff = 0.624, p ≤ 0.001 | Mdiff = 0.579, p ≤ 0.001 | Mdiff = 0.543, p ≤ 0.001 | Mdiff = 0.534, p ≤ 0.001 | Mdiff = 0.430, p ≤ 0.001 | Mdiff = 0.430, p ≤ 0.001 | Mdiff = 0.421, p ≤ 0.001 | Mdiff = 0.367, p = 0,002 | Mdiff = 0.321, p = 0,014 | Mdiff = 0.335, p = 0,002 | Mdiff = 0.339, p = 0,017 | Mdiff = 0.312, p = 0,001 |
| Freedom of fundamental rights | Mdiff = 0.697, p ≤ 0.001 | Mdiff = 0.638, p ≤ 0.001                   | Mdiff = 0.751, p ≤ 0.001  | Mdiff = 0.570, p ≤ 0.001         | Mdiff = 0.548, p ≤ 0.001 | Mdiff = 0.570, p ≤ 0.001 | Mdiff = 0.525, p ≤ 0.001 | Mdiff = 0.489, p ≤ 0.001 | Mdiff = 0.480, p ≤ 0.001 | Mdiff = 0.376, p = 0,003 | Mdiff = 0.376, p = 0,014 | Mdiff = 0.367, p = 0,001 | Mdiff = 0.312, p = 0,022 |                          |                          |                          |                          |
| Robustness                    | Mdiff = 0.656, p ≤ 0.001 | Mdiff = 0.597, p ≤ 0.001                   | Mdiff = 0.710, p ≤ 0.001  | Mdiff = 0.529, p ≤ 0.001         | Mdiff = 0.507, p ≤ 0.001 | Mdiff = 0.529, p ≤ 0.001 | Mdiff = 0.484, p ≤ 0.001 | Mdiff = 0.448, p ≤ 0.001 | Mdiff = 0.439, p = 0,003 | Mdiff = 0.335, p = 0,044 | Mdiff = 0.335, p = 0,017 |                          |                          |                          |                          |                          |                          |
| Common Good                   | Mdiff = 0.615, p ≤ 0.001 | Mdiff = 0.557, p ≤ 0.001                   | Mdiff = 0.670, p ≤ 0.001  | Mdiff = 0.489, p ≤ 0.001         | Mdiff = 0.466, p ≤ 0.001 | Mdiff = 0.489, p ≤ 0.001 | Mdiff = 0.443, p ≤ 0.001 | Mdiff = 0.407, p ≤ 0.001 | Mdiff = 0.398, p = 0,003 | Mdiff = 0.294, p = 0,03  |                          |                          |                          |                          |                          |                          |                          |
| Non-Malificence               | Mdiff = 0.647, p ≤ 0.001 | Mdiff = 0.588, p ≤ 0.001                   | Mdiff = 0.701, p ≤ 0.001  | Mdiff = 0.520, p ≤ 0.001         | Mdiff = 0.498, p ≤ 0.001 | Mdiff = 0.520, p ≤ 0.001 | Mdiff = 0.475, p ≤ 0.001 | Mdiff = 0.439, p = 0,001 | Mdiff = 0.430, p = 0,027 |                          |                          |                          |                          |                          |                          |                          |                          |
| Trust                         | Mdiff = 0.615, p ≤ 0.001 | Mdiff = 0.557, p ≤ 0.001                   | Mdiff = 0.670, p ≤ 0.001  | Mdiff = 0.489, p ≤ 0.001         | Mdiff = 0.466, p ≤ 0.001 | Mdiff = 0.489, p ≤ 0.001 | Mdiff = 0.443, p ≤ 0.001 | Mdiff = 0.407, p = 0,003 | Mdiff = 0.398, p = 0,02  |                          |                          |                          |                          |                          |                          |                          |                          |
| Democracy                     | Mdiff = 0.593, p ≤ 0.001 | Mdiff = 0.534, p ≤ 0.001                   | Mdiff = 0.647, p ≤ 0.001  | Mdiff = 0.466, p ≤ 0.001         | Mdiff = 0.443, p ≤ 0.001 | Mdiff = 0.466, p ≤ 0.001 | Mdiff = 0.421, p ≤ 0.001 | Mdiff = 0.385, p = 0,012 | Mdiff = 0.376, p = 0,032 |                          |                          |                          |                          |                          |                          |                          |                          |
| Human Oversight               | Mdiff = 0.597, p ≤ 0.001 | Mdiff = 0.538, p ≤ 0.001                   | Mdiff = 0.652, p ≤ 0.001  | Mdiff = 0.471, p ≤ 0.001         | Mdiff = 0.448, p ≤ 0.001 | Mdiff = 0.471, p ≤ 0.001 | Mdiff = 0.425, p ≤ 0.001 | Mdiff = 0.389, p ≤ 0.001 | Mdiff = 0.380, p = 0,01  |                          |                          |                          |                          |                          |                          |                          |                          |
| Equality                      | Mdiff = 0.570, p ≤ 0.001 | Mdiff = 0.511, p ≤ 0.001                   | Mdiff = 0.624, p ≤ 0.001  | Mdiff = 0.443, p ≤ 0.001         | Mdiff = 0.421, p ≤ 0.001 | Mdiff = 0.443, p ≤ 0.001 | Mdiff = 0.398, p ≤ 0.001 | Mdiff = 0.362, p = 0,007 | Mdiff = 0.353, p = 0,04  |                          |                          |                          |                          |                          |                          |                          |                          |
| Transparency                  | Mdiff = 0.570, p ≤ 0.001 | Mdiff = 0.511, p ≤ 0.001                   | Mdiff = 0.624, p ≤ 0.001  | Mdiff = 0.443, p ≤ 0.001         | Mdiff = 0.421, p ≤ 0.001 | Mdiff = 0.443, p ≤ 0.001 | Mdiff = 0.398, p = 0,005 | Mdiff = 0.362, p = 0,042 | Mdiff = 0.339, p = 0,008 |                          |                          |                          |                          |                          |                          |                          |                          |
| Accountability                | Mdiff = 0.548, p ≤ 0.001 | Mdiff = 0.489, p ≤ 0.001                   | Mdiff = 0.602, p ≤ 0.001  | Mdiff = 0.421, p ≤ 0.001         | Mdiff = 0.398, p = 0,004 | Mdiff = 0.421, p = 0,001 | Mdiff = 0.376, p = 0,003 | Mdiff = 0.339, p = 0,008 | Mdiff = 0.308, p = 0,008 |                          |                          |                          |                          |                          |                          |                          |                          |
| Sustainability                | Mdiff = 0.529, p ≤ 0.001 | Mdiff = 0.471, p ≤ 0.001                   | Mdiff = 0.584, p ≤ 0.001  | Mdiff = 0.403, p = 0,001         | Mdiff = 0.380, p = 0,005 | Mdiff = 0.403, p = 0,003 | Mdiff = 0.357, p = 0,008 | Mdiff = 0.321, p = 0,04  |                          |                          |                          |                          |                          |                          |                          |                          |                          |

(continued on next page)

(continued)

|                    | Subsidiarity | Capability of<br>institutions &<br>organizations | Stakeholder<br>participation   | Functioning of<br>EU intrnal<br>market | Diversity                      | Cultural<br>Heritage           | Compromise                     | SME /<br>Start-up<br>support   | Autonomy | Explainability | Innovation | User<br>Orientation | Citizen<br>Involvement | Solidarity | Performance | Systemic<br>risk<br>reduction | Dignity |
|--------------------|--------------|--------------------------------------------------|--------------------------------|----------------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|----------|----------------|------------|---------------------|------------------------|------------|-------------|-------------------------------|---------|
|                    |              | Mdiff =<br>0.511,<br>p ≤ 0.001                   | Mdiff =<br>0.452,<br>p ≤ 0.001 | Mdiff =<br>0.566,<br>p ≤ 0.001         | Mdiff =<br>0.385,<br>p = 0,002 | Mdiff =<br>0.362,<br>p = 0,005 | Mdiff =<br>0.385,<br>p ≤ 0.001 | Mdiff =<br>0.339,<br>p = 0,001 |          |                |            |                     |                        |            |             |                               |         |
| <b>Cooperation</b> |              | Mdiff =<br>0.548,<br>p ≤ 0.001                   | Mdiff =<br>0.489,<br>p ≤ 0.001 | Mdiff =<br>0.602,<br>p ≤ 0.001         | Mdiff =<br>0.421,<br>p = 0,002 | Mdiff =<br>0.398,<br>p ≤ 0.001 | Mdiff =<br>0.421,<br>p = 0,008 | Mdiff =<br>0.376,<br>p = 0,038 |          |                |            |                     |                        |            |             |                               |         |
| <b>Fairness</b>    |              | Mdiff =<br>0.484,<br>p ≤ 0.001                   | Mdiff =<br>0.425,<br>p ≤ 0.001 | Mdiff =<br>0.538,<br>p ≤ 0.001         | Mdiff =<br>0.357,<br>p ≤ 0.001 | Mdiff =<br>0.335,<br>p = 0,026 | Mdiff =<br>0.357,<br>p = 0,047 |                                |          |                |            |                     |                        |            |             |                               |         |
| <b>Legality</b>    |              | Mdiff =<br>0.502,<br>p ≤ 0.001                   | Mdiff =<br>0.443,<br>p ≤ 0.001 | Mdiff =<br>0.557,<br>p ≤ 0.001         | Mdiff =<br>0.376,<br>p = 0,011 | Mdiff =<br>0.353,<br>p = 0,042 |                                |                                |          |                |            |                     |                        |            |             |                               |         |
| <b>Integrity</b>   |              | Mdiff =<br>0.439,<br>p ≤ 0.001                   | Mdiff =<br>0.380,<br>p ≤ 0.001 | Mdiff =<br>0.493,<br>p = 0,004         |                                |                                |                                |                                |          |                |            |                     |                        |            |             |                               |         |
| <b>Dignity</b>     |              |                                                  |                                |                                        |                                |                                |                                |                                |          |                |            |                     |                        |            |             |                               |         |

Note: Mean difference (Mdiff = y-Axis – x-Axis), only results for significant (p &lt; .05) mean differences listed.

## B.2.17. Paired t-test results of the relation towards unregulated AI and AI regulation.

| Pair                                          | Mean Difference | STD   | Std. Error of Mean | 95 % CI Lower      | 95 % CI Upper | t     | df  | One-tailed p | Two-tailed p |
|-----------------------------------------------|-----------------|-------|--------------------|--------------------|---------------|-------|-----|--------------|--------------|
| Relation to AI -<br>Relation to AI regulation | −0,137          | 0,962 | 0,061              | −0,257             | −0,017        | −2241 | 248 | ,013         | ,026         |
| Pair                                          | Mean            | N     | Std. Deviation     | Std. Error of Mean |               |       |     |              |              |
| Relation to AI                                | 3,77            | 249   | ,980               |                    |               |       |     |              |              |
| Relation to AI regulation                     | 3,91            | 249   | ,873               |                    |               |       |     |              |              |

## B.2.18. Paired t-test results of the preference to use, purchase, recommend regulated and unregulated AI.

| Pair                                                                 | Mean Difference | STD            | Std. Error of Mean | 95 % CI Lower | 95 % CI Upper | t              | df  | One-tailed p | Two-tailed p       |      |
|----------------------------------------------------------------------|-----------------|----------------|--------------------|---------------|---------------|----------------|-----|--------------|--------------------|------|
| Use of regulated AI -<br>Use of unregulated AI                       | 1028            | 1474           | 0,094              | 0,844         | 1213          | 10,961         | 246 | <0.001       | <0.001             |      |
| Purchase of regulated AI<br>Purchase of unregulated AI               | 0,903           | 1402           | 0,089              | 0,727         | 1079          | 10,119         | 246 | <0.001       | <0.001             |      |
| Recommendation of regulated AI -<br>Recommendation of unregulated AI | 0,996           | 1413           | 0,09               | 0,819         | 1173          | 11,079         | 246 | <0.001       | <0.001             |      |
| Pair                                                                 | Mean            |                | N                  |               |               | Std. Deviation |     |              | Std. Error of Mean |      |
| Use of regulated AI                                                  | 4,09            |                | 247                |               |               | 0,899          |     |              | 0,057              |      |
| Use of unregulated AI                                                | 3,06            |                | 247                |               |               | 1357           |     |              | 0,086              |      |
| Purchase of regulated AI                                             | 3,67            |                | 247                |               |               | 1064           |     |              | 0,068              |      |
| Purchase of unregulated AI                                           | 2,77            |                | 247                |               |               | 1355           |     |              | 0,086              |      |
| Recommendation of regulated AI                                       | 3,73            |                | 247                |               |               | 1247           |     |              | 0,067              |      |
| Recommendation of unregulated AI                                     | 2,74            |                | 247                |               |               | 1343           |     |              | 0,085              |      |
| Pair                                                                 | Mean Difference | Std. deviation | Std. Error of Mean | 95 % CI Lower | 95 % CI Upper | t              | df  | One-tailed p | Two-tailed p       | r    |
| Relation to AI -<br>Relation to AI regulation                        | −0,137          | 0,962          | 0,061              | −0,257        | −0,017        | −2241          | 248 | ,013         | ,026               | 0.14 |
| Use of regulated AI -<br>Use of unregulated AI                       | 1028            | 1474           | 0,094              | 0,844         | 1213          | 10,961         | 246 | <0.001       | <0.001             | 0.57 |
| Purchase of regulated AI<br>Purchase of unregulated AI               | 0,903           | 1402           | 0,089              | 0,727         | 1079          | 10,119         | 246 | <0.001       | <0.001             | 0.54 |
| Recommendation of regulated AI -<br>Recommendation of unregulated AI | 0,996           | 1413           | 0,09               | 0,819         | 1173          | 11,079         | 246 | <0.001       | <0.001             | 0.57 |

## Appendix C. Supplementary data

Supplementary data to this article can be found online at <https://doi.org/10.1016/j.giq.2025.102084>.

## References

- Aaronson, S. A., & Zable, A. (2023). *Missing persons: The case of national AI strategies* (CIGI Papers, No. 283). Centre for International Governance Innovation (CIGI) <https://hdl.handle.net/10419/299980>.
- Abdi, H. (2010). The greenhouse-Geisser correction. In N. Salkind (Ed.), *Encyclopedia of research design* (1st ed., pp. 544–548). Thousand Oaks, CA: Sage, 2010.
- Acikgoz, Y., Davison, K. H., Compagnone, M., & Laske, M. (2020). Justice perceptions of artificial intelligence in selection. *International Journal of Selection and Assessment*, 28 (4), 399–416. <https://doi.org/10.1111/ijsa.12306>
- Agarwal, S., & Mishra, S. (2021). *Responsible AI*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-76860-7>
- Anderson, M. M. (2022). *Some ethical reflections on the EU AIA*. *CEUR Workshop Proceedings* (p. 3221). ISSN 1613-0073 <http://ceur-ws.org/Vol-3221/>.
- Bareis, J. (2024). The trustification of AI. Disclosing the bridging pillars that tie trust and AI together. *Big Data & Society*, 11(2), Article 20539517241249430. <https://doi.org/10.1177/20539517241249430>
- Battista, L. (2021). The European framework agreement on digitalisation: a tough coexistence within the EU mosaic of actions. *Italian Labour Law E-Journal*, 14(1), 105–121. <https://doi.org/10.6092/issn.1561-8048/13357>
- Beck-Jørgensen, T., & Bozeman, B. (2007). Public values: An inventory. *Administration and Society*, 39(3), 354–381. <https://doi.org/10.1177/0095399707300703>
- Bélisle-Pipon, J. C., et al. (2023). Artificial intelligence ethics has a black box problem. *AI & SOCIETY*, 38, 1507–1522. <https://doi.org/10.1007/s00146-021-01380-0>
- Benington, J. (2009). Creating the public in order to create public value? *International Journal of Public Administration*, 32(3), 232–249. <https://doi.org/10.1080/01900690902749578>
- Benkler, Y. (2019). Don't let industry write the rules for AI. *Nature*, 569(7755), 161. <https://doi.org/10.1038/d41586-019-01413-1>
- Birkstedt, T., Minkinen, M., Tandon, A., & Mäntymäki, M. (2023). AI governance: Themes, knowledge gaps and future agendas. *Internet Research*, 33(7), 133–167. <https://doi.org/10.1108/INTR-01-2022-0042>
- Borg, M., Bronson, J., Christensson, L., Olsson, F., Lennartsson, O., Sonnsjö, E., Ebabi, H., & Karsberg, M. (2021). Exploring the Assessment List for Trustworthy AI in the Context of Advanced Driver-Assistance Systems. *Software Engineering Research and Practice, (SEthics)*, 5–12. <https://doi.org/10.1109/SEthics52569.2021.00009>
- Bozeman, B. (2007). *Public values and public interest: Counterbalancing economic individualism*. Georgetown University Press.
- Bozeman, B. (2019). Public values: citizens' perspective. *Public Management Review*, 21 (6), 817–838. <https://doi.org/10.1080/14719037.2018.1529878>
- Bozeman, B., & Sarewitz, D. (2011). Public value mapping and science policy evaluation. *Minerva*, 49(1), 1–23. <https://doi.org/10.1007/s11024-011-9161-7>
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101. <https://doi.org/10.1191/1478088706qp0630a>
- Buethel, T., Djeflal, C., Luetge, C., Maasen, S., & von Ingersleben-Seip, N. (2022). Governing AI-attempting to herd cats? Introduction to the special issue on the governance of artificial intelligence. *Journal of European Public Policy*, 29(11), 1721–1752. <https://doi.org/10.1080/13501763.2022.2126515>
- Bunea, A. (2012). Issues, preferences and ties: Determinants of interest groups' preference attainment in the EU environmental policy. *Journal of European Public Policy*, 20(4), 552–570. <https://doi.org/10.1080/13501763.2012.726467>
- Burbach, L., et al. (2018). User preferences in recommendation algorithms. In A. S. Per, M. Ekstrand, X. Amatriain, & J. O'Donovan (Eds.), *Proceedings of the 12th ACM conference on recommender systems* (pp. 306–310). New York, NY, USA: ACM.
- Busse, F., & Baeva, G. (2022). Was sind die richtigen Zutaten für vertrauenswürdige Künstliche Intelligenz? Ergebnisse der ZVKI-Online-Befragung: Wissen,

- Nachvollziehbarkeit und bewertbare Erfahrungen – Zutaten für vertrauenswürdige Künstliche Intelligenz (KI). <https://www.zvki.de/zvki-exklusiv/fachinformationen/online-befragung>.
- Chadwick, R. (2011). The communitarian turn: Myth or reality? *Cambridge Quarterly of Healthcare Ethics*, 20(4), 546–553. <https://doi.org/10.1017/S0963180111000284>
- Choung, H., David, P., & Ross, A. (2023). Trust in AI and its role in the acceptance of AI technologies. *International Journal of Human Computer Interaction*, 39(9), 1727–1739. <https://doi.org/10.1080/10447318.2022.2050543>
- Coeckelbergh, M. (2020). Artificial intelligence, responsibility attribution, and a relational justification of Explainability. *Science and Engineering Ethics*, 26(4), 2051–2068. <https://doi.org/10.1007/s11948-019-00146-8>
- Coeckelbergh, M. (2025). Artificial intelligence, the common good, and the democratic deficit in AI governance. *AI and Ethics*, 5(2), 1491–1497. <https://doi.org/10.1007/s43681-024-00492-9>
- Cohen, J. (1992). Statistical power analysis. *Current Directions in Psychological Science*, 1(3), 98–101. <https://doi.org/10.1111/1467-8721.ep10768783>
- Corrêa, N., Galvão, C., Santos, J. W., Del Pino, C., Pontes Pinto, E., Barbosa, C., Massmann, D., Mambrini, R., Galvão, L., & Terem, E. (2023). Worldwide AI ethics: A review of 200 guidelines and recommendations for AI governance. *Patterns*, 4(10). <https://doi.org/10.1016/j.patter.2023.100857>
- Dermont, C., Ingold, K., Kammermann, L., & Stadelmann-Steffen, I. (2017). Bringing the policy making perspective in: A political science approach to social acceptance. *Energy Policy*, 108, 359–368. <https://doi.org/10.1016/j.enpol.2017.05.062>
- Dietvorst, B. J., Simmons, J. P., & Massey, C. (2015). Algorithm aversion: People erroneously avoid algorithms after seeing them err. *Journal of Experimental Psychology: General*, 144(1), 114–126. <https://doi.org/10.1037/xge0000033>
- Dignum, V. (2017). Responsible artificial intelligence: designing AI for human values. *International Telecommunication Union, ICT Discoveries*, 1(1). <http://handle.itu.int/11.1002/pub/8129fdbf-en>
- Djefal, C., Siewert, M. B., & Wurster, S. (2022). Role of the state and responsibility in governing artificial intelligence: a comparative analysis of AI strategies. *Journal of European Public Policy*, 29(11), 1799–1821. <https://doi.org/10.1080/13501763.2022.2094987>
- EC - European Commission. (2024). *Proposal for a Regulation of the European Parliament and of the Council laying down harmonised rules on artificial intelligence (Artificial Intelligence Act) and amending certain Union legislative acts*, 8115/21.
- EC - European Commission. (2019). Building trust in human-centric Artificial Intelligence. Retrieved from: [www.eur-lex.europa.eu/legal-content/EN/TXT/?uri=COMP%3A2022%3A230%3AFIN](http://www.eur-lex.europa.eu/legal-content/EN/TXT/?uri=COMP%3A2022%3A230%3AFIN).
- EC - European Commission. (2020). *White paper on artificial intelligence: a European approach to excellence and trust*. European Commission. [www.commission.europa.eu/document/d2ec4039-c5be-423a-81ef-b9e44e79825b\\_en](http://www.commission.europa.eu/document/d2ec4039-c5be-423a-81ef-b9e44e79825b_en).
- EC - European Commission. (2020b). Public Consultation. White Paper on Artificial Intelligence: a European approach to excellence and trust. [https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12527-Artificial-intelligence-ethical-and-legal-requirements/public-consultation\\_en](https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12527-Artificial-intelligence-ethical-and-legal-requirements/public-consultation_en).
- EC - European Commission. (2025). *The AI Continent Action Plan*. <https://digital-strategy.ec.europa.eu/en/library/ai-continent-action-plan>.
- Ehret, S. (2022). Public preferences for governing AI technology: Comparative evidence. *Journal of European Public Policy*, 29(11), 1779–1798. <https://doi.org/10.1080/13501763.2022.2094988>
- Epstein, S. (2003). Cognitive-experiential self-theory of personality. In T. Millon, & M. J. Lerner (Eds.), *Vol. 5. Comprehensive handbook of psychology: Personality and social psychology*. Hoboken, NJ: Wiley & Sons.
- Eurobarometer. (2017). Attitudes towards the impact of digitisation and automation on daily life. <https://europa.eu/eurobarometer/surveys/detail/2160>.
- Facchi, A., & Riva, N. (2021). European values in the charter of fundamental rights: An introduction. *Ratio Juris*, 34, 3–5.
- Fjeld, J., Achten, N., Hillgoss, H., Nagy, A., & Srikanth, M. (2020). *Principled artificial intelligence: Mapping consensus in ethical and rights-based approaches to principles for AI*. Berkman Klein Center Research Publication. <https://doi.org/10.2139/ssrn.3518482>
- Floridi, L., Cowls, J., Beltramini, M., Chatila, R., Chazerand, P., Dignum, V., ... Authors, M. (2018). AI4People - an ethical framework for a good AI society: Opportunities, risks, principles, and recommendations. *Minds and Machines*, 28(4), 689–707. <https://doi.org/10.1007/s11023-018-9482-5>
- Friedman, B., & Hendry, D. G. (2019). *Value sensitive design: shaping technology with moral imagination*. Cambridge: MIT Press.
- Fukumoto, E., & Bozeman, B. (2019). Public Values Theory: What Is Missing? *The American Review of Public Administration*, 49(6), 635–648. <https://doi.org/10.1177/0275074018814244>
- Gabriel, I. (2020). Artificial intelligence, values, and alignment. *Minds and Machines*, 30, 411–437. <https://doi.org/10.1007/s11023-020-09539-2>
- Goel, S., Obeng, A., & Rothschild, D. (2015). Non-representative surveys: Fast, cheap, and mostly accurate. <https://researchdmr.com/fastcheapaccurate.pdf>.
- Greene, D., Hoffmann, A., & Stark, L. (2019). *Better, Nicer, Clearer, Fairer: A Critical Assessment of the Movement for Ethical Artificial Intelligence and Machine Learning*. <https://doi.org/10.24251/HICSS.2019.258>
- Guest, G., Bunce, A., & Johnson, L. (2006). How many interviews are enough? An experiment with data saturation and variability. *Field Methods*, 18(1), 59–82. <https://doi.org/10.1177/1525822X05279903>
- Gurkaynak, G., Yilmaz, I., & Haksever, G. (2016). Stifling artificial intelligence: Human perils. *Computer Law and Security Review*, 32(5), 749–758. <https://doi.org/10.1016/j.clsr.2016.05.003>
- Hagedorff, T. (2020). The ethics of AI ethics: An evaluation of guidelines. *Minds and Machines*, 30, 99–120. <https://doi.org/10.1007/s11023-020-09517-8>
- Han, S., Kelly, E., Nikou, S., & Svec, E. (2021). Aligning artificial intelligence with human values: reflections from a phenomenological perspective. *AI & SOCIETY*, 37, 1383–1395. <https://doi.org/10.1007/s00146-021-01247-4>
- Hartley, J., Alford, J., Knies, E., & Douglas, S. (2017). Towards an empirical research agenda for public value theory. *Public Management Review*, 19(5), 670–685. <https://doi.org/10.1080/14719037.2016.1192166>
- Heyde, J. E. (1926). *Wert. Eine philosophische Grundlegung*. Erfurt, Germany: K. Stenger.
- HLEG - High-level expert group on AI. (2018). *The Assessment List for Trustworthy Artificial Intelligence (ALTAI) for self assessment*. Publications Office, 2020. <https://data.europa.eu/doi/10.2759/002360>
- HLEG - High-Level Expert Group on AI. (2019). Ethics guidelines for trustworthy AI. <https://ec.europa.eu/futurium/en/ai-alliance-consultation.1.html>
- Ingold, K., Stadelmann-Steffen, I., & Kammermann, L. (2019). The acceptance of instruments in instrument mix situations: Citizens' perspective on Swiss energy transition. *Research Policy*, 48(10), 1–11. <https://doi.org/10.1016/j.respol.2018.10.018>
- Jobin, A., Ienca, M., & Vayena, E. (2019). The global landscape of AI ethics guidelines. *Nature Machine Intelligence*, 1(9), 389–399. <https://doi.org/10.1038/s42256-019-0088-2>
- Kang, C. (2023, May 17). *OpenAI's Sam Altman Urges A.I. Regulation in Senate Hearing*. The New York Times. <https://nytimes.com/2023/05/16/technology/openai-altman-artificial-intelligence-regulation.html>
- Kelly, A. (2021). A tale of two algorithms: The appeal and repeal of calculated grades systems in England and Ireland in 2020. *British Educational Research Journal*, 47(3), 725–741. <https://doi.org/10.1002/berj.3705>
- Kieslich, K., Keller, B., & Starke, C. (2022). Artificial intelligence ethics by design. Evaluating public perception on the importance of ethical design principles of artificial intelligence. *Big Data & Society*, 9(1), 1–15. <https://doi.org/10.1177/20539517221092956>
- Kleizen, B., Van Dooren, W., Verhoest, K., & Tan, E. (2023). Do citizens trust trustworthy artificial intelligence? Experimental evidence on the limits of ethical AI measures in government. *Government Information Quarterly*, 40(4). <https://doi.org/10.1016/j.giq.2023.101834>
- Koenig, P. D., Wurster, S., & Siewert, M. B. (2023). Sustainability challenges of artificial intelligence and citizens' regulatory preferences. *Government Information Quarterly*, 40(4), 1–11. <https://doi.org/10.1016/j.giq.2023.101863>
- Koh, F., Grosse, K., & Apruzzese, G. (2023). Voices from the frontline: Revealing the AI practitioners' viewpoint on the European AIA. In *Proceedings of the 57th Hawaii international conference on system sciences*. <https://hdl.handle.net/10125/106613>
- Komatsu, T., Gutierrez Lopez, M., Makri, S., Porlezza, C., Cooper, G., MacFarlane, A., & Missaoui, S. (2020). AI should embody our values: Investigating journalistic values to inform AI technology design. In *NordiCHI '20: Proceedings of the 11th Nordic conference on human-computer interaction: Shaping experiences, shaping society*. New York, USA: ACM. ISBN 978-1-4503-7579-5.
- Kroll, A., & Moynihan, D. P. (2014). Creating public value using performance information. In J. Bryson, B. Crosby, & L. Bloomberg (Eds.), *Valuing Public Value*. Minneapolis, MN: University of Minnesota.
- Kudina, O., & van de Poel, I. (2024). A sociotechnical system perspective on AI. *Minds and Machines*, 34(3), 21. <https://doi.org/10.1007/s11023-024-09680-2>
- Lewis, M., Haviland-Jones, J. M., & Feldmann Barrett, L. (2008). *Handbook of emotions* (3rd ed.). New York: Guilford Press.
- Lundgren, M., Bailer, S., Dellmuth, L. M., Tallberg, J., & Tärle, S. (2018). Bargaining success in the reform of the Eurozone. *European Union Politics*, 20(1), 65–88. <https://doi.org/10.1177/1465116518811073>
- Mendez, C., Pegan, A., & Triga, V. (2024). Creating public value in regional policy. Bringing citizens back in. *Public Management Review*, 26(3), 811–835. <https://doi.org/10.1080/14719037.2022.2126880>
- Metzinger, T. (2019). EU guidelines Ethics Washing Made in Europe. <https://www.tagesspiegel.de/politik/ethics-washing-made-in-europe-5937028.html>
- Meynhardt, T. (2008). Public Value – oder: was heißt Wertschöpfung zum Gemeinwohl? Der moderne Staat. *Zeitschrift für Public Policy Recht und Management*, 2, 457–468. <https://doi.org/10.3224/dms.v1i2.12>
- Meynhardt, T. (2009). Public value inside: What is public value creation? *International Journal of Public Administration*, 32(3–4), 192–219. <https://doi.org/10.1080/01900690902732632>
- Meynhardt, T. (2015). Public value: Turning a conceptual framework into a scorecard. In J. M. Bryson, B. Crosby, & L. Bloomberg (Eds.), *Public value and public administration* (pp. 147–169). Georgetown University Press.
- Meynhardt, T., & Jasienko. (2020). Measuring public value: scale development and construct validation. *International Public Management Journal*, 24(2), 222–249. <https://doi.org/10.1080/10967494.2020.1829763>
- Mittelstadt, B. (2019). Principles alone cannot guarantee ethical AI. *Nature Machine Intelligence*, 1(11), 501–507. <https://doi.org/10.1038/s42256-019-0114-4>
- Moore, M. (1995). *Creating public value: Strategic Management in Government*. Cambridge: Harvard University Press.
- Muehlhauser, L., & Helm, L. (2012). Intelligence explosion and machine ethics. In A. Eden, J. Soraker, J. H. Moor, & E. Steinhardt (Eds.), *Singularity hypotheses: A scientific and philosophical assessment*. Berlin: Springer.
- Nabatchi, T. (2012). Putting the 'public' Back in public values research: Designing participation to identify and respond to values. *Public Administration Review*, 72(5), 699–708. <https://doi.org/10.1111/j.1540-6210.2012.02544.x>
- Nagtegaal, R. (2021). The impact of using algorithms for managerial decisions on public employees' procedural justice. *Government Information Quarterly*, 38(1), Article 101536. <https://doi.org/10.1016/j.giq.2020.101536>

- Parisi, L. (2015). Instrumental reason, algorithmic capitalism, and the incomputable. In M. Pasquinelli (Ed.), *Alleys of your mind: Augmented intelligence and its traumas* (pp. 125–137). Meson press. doi:10.14619/014.
- Pew Research Center. (2018). *Public attitudes towards computer algorithms*. <https://www.pewresearch.org/internet/2018/11/16/public-attitudes-toward-computer-algorithms/>.
- Paul, R. (2022). Can critical policy studies outsmart AI? Research agenda on artificial intelligence technologies and public policy. *Critical Policy Studies*, 16(4), 497–509. <https://doi.org/10.1080/19460171.2022.2123018>
- Poortinga, W., & Pidgeon, N. F. (2005). Trust in risk regulation: Cause or consequence of the acceptability of GM food? *Risk analysis: An official publication of the Society for Risk Analysis*, 25(1), 199–209. <https://doi.org/10.1111/j.0272-4332.2005.00579.x>
- Rahwan, I. (2018). Society-in-the-loop: programming the algorithmic social contract. *Ethics and Information Technology*, 20, 5–14. <https://doi.org/10.1007/s10676-017-9430-8>
- Rescher, N. (1982). *Introduction to value theory*. Washington, DC: University Press of America.
- Rudschies, C., Schneider, I., & Simon, J. (2021). Value pluralism in the AI ethics debate – Different actors, different priorities. *International Review of Information Ethics*, 29. <https://doi.org/10.29173/iriet419>
- Russell, S. (2019). *Human compatible: AI and the problem of control*. Bristol: Allen Lane.
- Rutgers, M. R. (2015). As good as it gets? On the meaning of public value in the study of policy and management. *The American Review of Public Administration*, 45(1), 29–45. <https://doi.org/10.1177/0275074014525833>
- Scantamburlo, T., Cortés, A., Foffano, F., Barrue, Distefano, V., Pham, L., & Fabris, A. (2024). AI across Europe: A study on awareness, attitude and trust. *Journal of IEEE Transactions on Artificial Intelligence*, 1–14. <https://doi.org/10.1109/TAI.2024.3461633>
- Scherer, M. U. (2015). Regulating artificial intelligence systems: Risks, challenges, competencies, and strategies. *Harvard Journal of Law & Technology*, 29(2). <https://doi.org/10.2139/ssrn.2609777>
- Sheir, S., Manzini, A., Smith, H., & Ives, J. (2025). Adaptable robots, ethics, and trust: a qualitative and philosophical exploration of the individual experience of trustworthy AI. *AI & SOCIETY*, 40, 1735–1748. <https://doi.org/10.1007/s00146-024-01938-8>
- Shin, D., & Park, Y. J. (2019). Role of fairness, accountability, and transparency in algorithmic affordance. *Computers in Human Behavior*, 98, 277–284. <https://doi.org/10.1016/j.chb.2019.04.019>
- Shin, D., Zhong, B., & Biocca, F. A. (2020). Beyond user experience: What constitutes algorithmic experiences? *International Journal of Information Management*, 52(3), Article 102061. <https://doi.org/10.1016/j.ijinfomgt.2019.102061>
- Siegrist, M. (2000). The influence of trust and perceptions of risk and benefits on the acceptance of gene technology. *Risk Analysis*, 20(2), 195–203. <https://doi.org/10.1111/0272-4332.202020>
- Sotala, K., & Yampolskiy, R. (2017). Responses to the journey to the singularity. In V. Callaghan, et al. (Eds.), *The technological singularity, the frontiers collection* (pp. 25–83). Germany: Springer-Verlag GmbH. [https://doi.org/10.1007/978-3-662-54033-6\\_3](https://doi.org/10.1007/978-3-662-54033-6_3)
- Starke, C., Baleis, J., Keller, B., & Marcinkowski, F. (2022). Fairness perceptions of algorithmic decision-making: A systematic review of the empirical literature. *Big Data & Society*, 1–16. <https://doi.org/10.1177/20539517221115189>
- Stern, W. (1924). *Person und Sache: System des kritischen Personalismus (Wertphilosophie)* (3rd ed.). Leipzig, Germany: Barth.
- Sutrop, M. (2019). Should we trust artificial intelligence? *Trames. Journal of the Humanities and Social Sciences*, 23(4), 499–522. <https://doi.org/10.3176/tr.2019.4.07>
- Tallberg, J., Lundgren, M., & Geith, J. (2024). AI regulation in the European Union: examining non-state actor preferences. *Business & Politics*, 1–22. <https://doi.org/10.1017/bap.2023.36>
- Turchin, A. (2025). AI Alignment Problem: “Human Values” don’t Actually Exist. Retrieved from: <https://philarchive.org/rec/TURAAP>.
- Wachter, S. (2024). Limitations and loopholes in the EU AI act and AI liability directives: What this means for the European Union, the United States, and beyond. *Yale Journal of Law & Technology*, 26(3), 671–718. <https://doi.org/10.2139/ssrn.4924553>
- Waerras, A. (2022). Thematic analysis: Making values emerge from texts. In G. Espedal, B. J. Løvaas, S. Sirris, & A. Wæraas (Eds.), *Researching values* (pp. 153–170). Springer. <https://doi.org/10.1007/978-3-030-90769-3>
- Wilson, C. (2022). Public engagement and AI: A values analysis of national strategies. *Government Information Quarterly*, 39(1), 101652. <https://doi.org/10.1016/j.giq.2021.101652>
- Wuestenhagen, R., Wolsink, M., & Buerer, M. J. (2007). Social acceptance of renewable energy innovation: An introduction to the concept. *Energy Policy*, 35(5), 2683–2691. <https://doi.org/10.1016/j.enpol.2006.12.001>
- Yudkowsky, E. (2011). *Complex value systems are required to realize valuable futures*. San Francisco: The Singularity Institute.
- Zhang, B. (2022). Public opinion toward artificial intelligence. In J. Bullock, Y. C. Chen, J. Himmelreich, V. M. Hudson, A. Korinek, M. M. Young, & B. Zhang (Eds.), *The Oxford handbook of AI governance*. Oxford University Press.
- Zhang, B., & Dafoe, A. (2019). *Artificial intelligence: American attitudes and trends*. Oxford, UK: Center for the Governance of AI. <https://doi.org/10.2139/ssrn.33128>



**Valentin Wittmann** is a doctoral student in Business Psychology and Leadership at the Leipzig Graduate School of Management, where he researches trust in and public value of Artificial Intelligence. He holds a Master in Management from ESCP Europe as well two Bachelor degrees (B.Sc.) in Psychology and Economics. Prior to his doctoral studies, he spent four years as a consultant at the Boston Consulting Group.



**Timo Meynhardt** is a professor of Business Psychology and Leadership at the Leipzig Graduate School of Management and Head of the Center for Leadership and Values in Society at the University St. Gallen. He has developed a public value concept based on needs psychology, which is the core of his research in the field of leadership for the common good. Meynhardt is the publisher of the Public Value Atlas - a method for measuring the public value of companies and organizations from a citizen perspective. He is part of the development team of the Leipzig Leadership Model.