

AV uptake: A journey beyond numbers

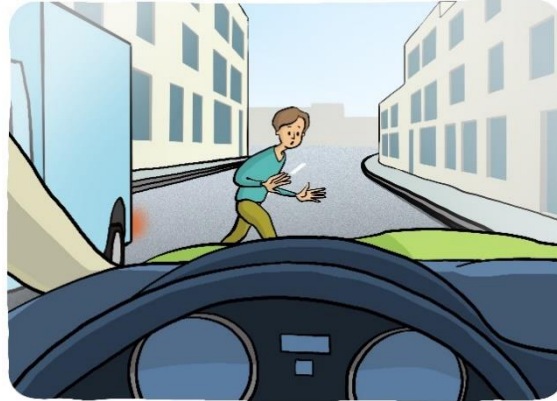
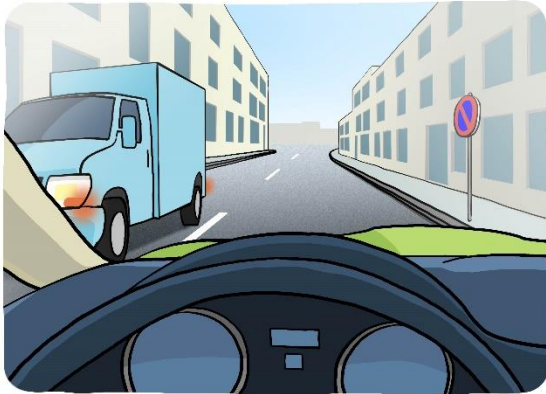
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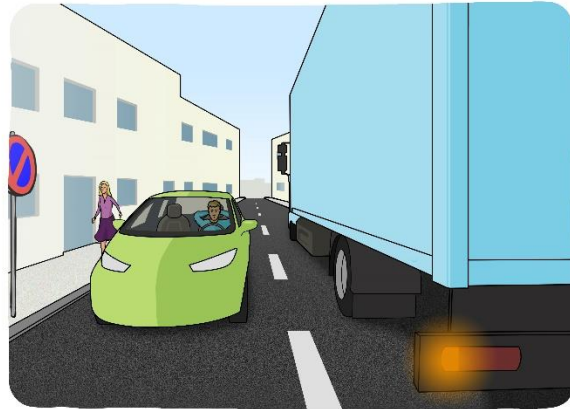
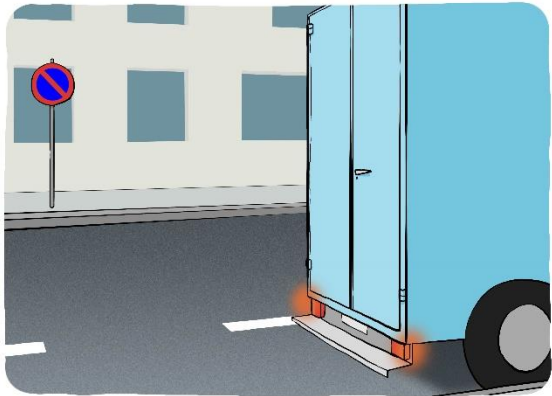


- Unavoidable accident presented to two groups: passengers (1) vs. pedestrians (2)



1

- Ethics policies that
 - protect passenger or pedestrian
 - respect procedural fairness or not

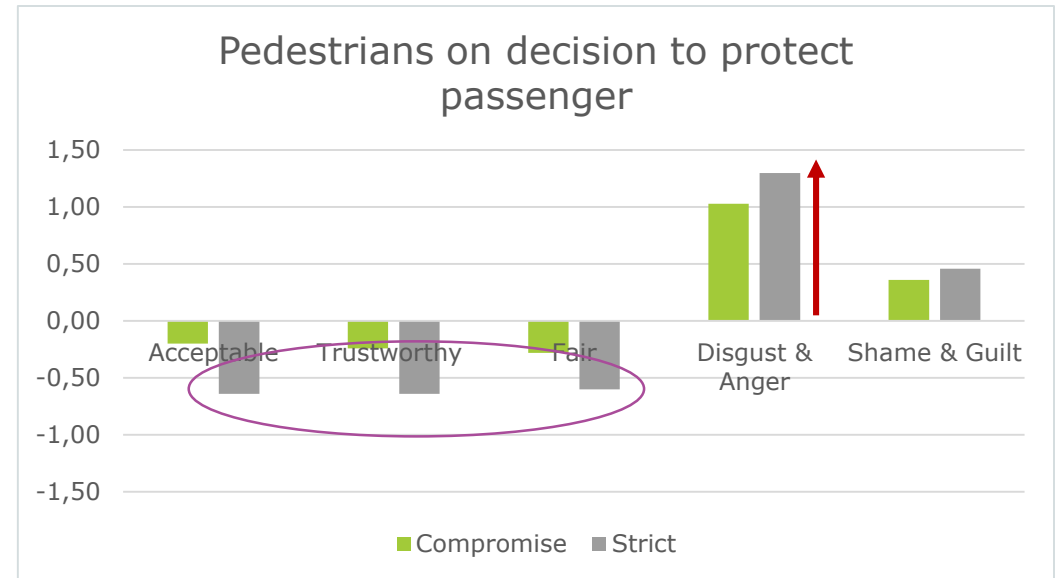
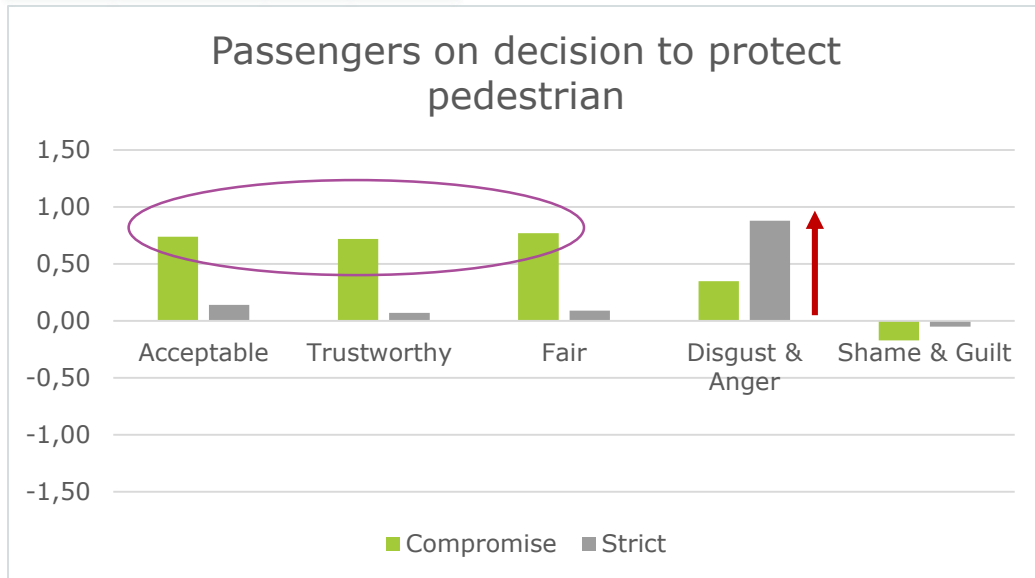


2

- Two groups: passengers vs pedestrians
- For each ethics policy:
 - Trustworthiness, fairness, and acceptability of the vehicle's decision (1-7)
 - Disgust, anger, shame , and guilt (1-6)

ACCEPTABILITY & EMOTIONS

		Protect	
		Pas	Ped
Road user	Pas		X
	Ped	X	



- Respect procedural fairness and protect the vulnerable road user
- Conflict between high vs low arousal emotions



Thank you for your attention

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