Personality Traits and the Use of AI - ChatGPT: Understanding the Influence of Big Five and Dark Triad on Acceptance and Fear of Artificial Intelligence

Traços de Personalidade e o Uso da IA - ChatGPT: Compreender a Influência dos Big Five e do Dark Triad na Aceitação e no Medo da Inteligência Artificial

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Abstract

Technology has transformed the way individuals interact with Artificial Intelligence (AI) tools, such as ChatGPT, providing opportunities to optimize processes and improve decision-making in the business world. However, the adoption of AI depends on factors such as Personality Traits (PT) and cultural dimensions. This study aims to analyse how the Big Five Personality Traits and the Dark Triad, along with cultural values – Individualism and Collectivism – influence the acceptance and anxiety towards the use of AI. The research focuses on students from Individualistic and Collectivist cultures to understand how culture shapes PT and, consequently, attitudes towards AI.

The methodology involves formulating hypotheses about the impact of PT on AI (ChatGPT) acceptance and analysing the effect of Individualistic and Collectivist cultures on students' responses. It is expected that individuals who are extroverted and open to experience will more easily embrace AI, while those with higher levels of neuroticism will experience greater anxiety. This study, involving students from various countries (including Portugal and China), aims to understand how culture and PT influence the relationship with AI in an academic context, with future implications for the business environment.

The findings will contribute to the Literature by offering insights that can be applied to adapting AI tools for the business environment, helping companies customize AI use based on cultural differences and Personality Traits. The study also aims to expand this research to the professional context to assess whether individuals' reactions to AI in academia reflect those in the business world.

Keywords: International Business, Artificial Intelligence, ChatGPT, Personality Traits, Big Five, Dark Triad, AI Anxiety, Individualism, Collectivism.

Palavras-chave: *Negócios Internacionais, Inteligência Artificial, ChatGPT, Traços de Personalidade, Big Five, Dark Triad, Ansiedade de IA, Individualismo, Coletivismo.*