

**Navigating the AI hype: Exploring Ecuadorian residents perspectives and acceptance
towards AI**

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Abstract

Aim: Artificial Intelligence (AI) is a technology that continues to impact society globally. Previous research has found that media coverage has the ability to shape public opinion. Despite the global utilization of AI, research mainly focused on Western societies to understand the role of media in shaping public perceptions. Moreover, research has not explored the perceptions from other contexts. This study aimed to bridge this gap and studied an Ecuadorian context instead.

This study aimed to gain insights into AI in a Global South context by investigating the role media coverage plays in the awareness and understanding, perception, and acceptance of AI technologies among Ecuadorian residents.

Method: For this study, 20 semi-structured interviews were conducted. The interviews explore individuals' perceived knowledge, perceptions, exposure to media coverage, trust, and acceptance with regards to AI technologies. Moreover, participants shared suggestions to foster a correct AI implementation in the country.

Results: Ecuadorian residents are familiar with the term AI, however, they claim to have low levels of awareness, understanding, and trust regarding AI. Interviewees reasoned that they lack interaction with and exposure to information. This study revealed that overall participants see AI in a positive light and find the technology useful. However, they claim that overcoming the learning curve can be intimidating without the correct guidance.

Conclusion: In conclusion, interviewees expressed a need to implement more transparent media coverage, government initiatives, and education plans in Ecuador. The ideal case would be for media to showcase the possible potential of the technology, and guidance for its use, which will foster trust. Overall, interviewees expressed that the media's goal is to manage expectations and highlight the capabilities so the public can use AI to their advantage.

Keywords: *Artificial Intelligence; Latin America; Global South; UTAUT2; Media Effects; Science Communication; Public Perceptions*

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1 Introduction

In an era characterized by rapid technological advancements and digital innovations, Artificial Intelligence (AI) stands out as a technology that is currently shaping our present and future. AI has revolutionized multiple sectors and various aspects of society. This rapidly advancing technology can be applied to various industries such as healthcare, finance, research, media, and many more (Porlezza, 2023). Furthermore, AI can be seen as a well-established tool that interacts even further with the public through daily activities such as virtual assistants, recommendation systems, and chatbots (Choi, 2023). In December 2022, the release of ChatGPT had a new impact on the general public regarding AI technology. According to Schäfer (2023), the release of ChatGPT, a free AI chatbot that can respond to any inquiry in a human-like form, attracted millions of users in less than a week. Becoming the fastest adopted technology in history. ChatGPT sparked media interest and coverage, enhancing user visibility of the technology that has been revolutionizing society throughout decades.

As AI continues to progress, extensive media coverage highlights the impact it possesses. Over time, media such as news articles, non-fiction movies, and books have emphasized two perspectives about AI, positive vs. negative. Some authors call these two perspectives a utopian vs. dystopian view (Cools et al., 2022) whereas others such as Roe and Perkins (2023) describe AI as a 'double-edged sword'. Overall, these dichotomous descriptions highlight that AI technology has, on the one hand, the potential to be beneficial for improving human life. However, on the other hand, it also entails potential dilemmas regarding misuse and malfunction that could lead to unknown consequences and everlasting societal effects.

The explosion of Artificial Intelligence and its strong influence today warrants research into the effects that media has on the perception and acceptance by the public. The general public is a key stakeholder when discussing the benefits and drawbacks of AI. Policy makers want to implement and regulate innovations that are good for society, not detrimental to it (Hick & Ziefle, 2022). Additionally, by understanding the impact AI has on individuals one can avoid the pitfalls of its applications. Chuan et al. (2019) mentions how there are four stages of news coverage

regarding an emerging technology: initial, scientific, human, and political. New technology moves along the four stages as it progresses and affects more individuals. Therefore, Chuan et al. (2019) claim that in recent years the discussion has transitioned from a scientific coverage stage into a more human and political coverage stage as more people get affected by Artificial Intelligence technology daily.

To understand the effects a technology has, it is important to first, explore how the technology is understood and perceived by the audiences of a certain context. Several studies have been conducted in the context of the Western World, exploring how Artificial Intelligence has been framed through media over time and what are the key topics of discussion (Chuan et al., 2019; Cools et al., 2022; Zhai et al., 2020). On the contrary, in countries outside the Western World research is limited. For instance, when comparing the global North and South, the North has benefited from technological innovation for decades while the South has to face information inequality and technological lag (Soto-Sanfiel et al., 2022). Furthermore, the study Muhammad and Zhou (2023) explores how the discussion of media such as news, science fiction, and technology discussion shapes public attitudes towards AI. Artificial Intelligence is a technology that is altering society globally. Therefore, it is crucial to have a deep understanding of how different audiences around the world are aware, understand, perceive, and accept AI. This ensures that the development of AI not only benefits the majority but everyone. This way the technology can be aligned with the global public's expectations (Muhammad & Zhou, 2023).

Contrary to what many believe, extensive literature covers individuals' perceptions of AI, how media shapes the understanding of AI and technological acceptance. However, the non-western world suffers from a lack of research. Due to the lack of research and the lack of inclusion in literature, Latin America and especially Ecuador have not been considered in the growth of AI communication.

This study seeks to investigate the role media plays in individuals' understanding of AI technology in Ecuador, which is an underrepresented country in existing literature. Therefore, the following research question will be addressed:

RQ: What role does media coverage play in public understanding, awareness and perception, and acceptance of AI technologies among Ecuadorian residents?

A qualitative method and interview approach are chosen for this study's data collection due to its ability to capture in-depth insights. Hermanowicz (2002) describe that when an interview is well executed it brings the researcher and participant closer, providing exploratory qualities better than any other method. Overall, interviews enable a deeper understanding of individuals' perceptions and their opinion of the world (Hermanowicz, 2002).

In the subsequent sections of the thesis, a theoretical framework is presented where the most important concepts are emphasized. Following this, the methodology section discusses the research design, sampling strategy, data collection, and data analysis employed to investigate the role of media and audience awareness and understanding, perception, and acceptance of AI technologies. The findings section presents results from the qualitative interviews conducted. Moreover, the discussion section interprets the findings and mentions implications that need to be taken into consideration for future research. Finally, the report ends with a conclusion summarizing the key findings and emphasizing the relevancy of the study.

2 Theoretical Framework

This paper focuses on the relationship between AI media coverage and the audience's awareness and acceptance of the technology in an Ecuadorian context. In this section, the theoretical framework reviews preexisting literature regarding the most important themes and concepts related to the topic. This section starts by taking a closer look into the relevancy of the context in which this paper is set. Then, the conceptualization of the term Artificial Intelligence is explored. Further, this section presents the media effects theories to better understand how media coverage affects the public's perception of technology. Lastly, the theories regarding the acceptance and distribution of a new technology are described.

2.1 Ecuadorian Context

This section describes the contextual backdrop of the thesis. First, it explores the field of science communication. Then the implementation of AI in Latin America and especially in Ecuador will be examined.

2.1.1 *Science Communication*

Ecuador's limited science communication research makes this context interesting to explore. The research that will be conducted falls under the category of science communication therefore bridging the gap. The thesis aims to understand how a new emergent technology such as AI is seen and understood by the Ecuadorian public. According to Van Dam et al. (2020) the field of science communication is interested in the relationship between science, technology, and the public. In other words, this field aims to make scientific knowledge and emerging technologies more understandable and relevant for non-experts. Furthermore, Massarani and Oliveira (2022) mentions how science communication research plays a significant role in understanding how information circulates within the public domain.

When it comes to exploring science communication under the scope of Latin America it is obvious that there is a big gap. According to Massarani and Oliveira (2022) only five Latin American countries are present in studies, "Brazil, Mexico, Argentina, Chile, Venezuela" Likewise Gascoigne et al. (2020) outlines four countries of Latin America which are regularly

studied regarding perceptions of emerging technology: Argentina, Brazil, Colombia, and Mexico. Contrasting developed countries with developing countries, like those in Latin America, it highlights a significant gap that needs to be addressed. The gap is especially concerning since Latin America consists of 660 million people and if combined into one country would rank as the third highest economy in the world (Lopez et al., 2023).

Developed countries started enhancing awareness to the public of scientific and technological development during the second half of the 20th century while developing countries initiated this process by the beginning of the 21st (Cortassa & Rosen, 2020). Both sources claim that there is an urgent need for research in Latin America and that it is important to highlight that the papers discuss the progress of several Latin American countries however they do not consider Ecuador. This shows a lack of focus regarding science communication in this country which emphasizes the need for exploration of new emerging technologies such as Artificial Intelligence in Ecuador and how the role of media shapes the public's perception and acceptance.

2.1.2 The implementation of AI in Ecuador

Artificial Intelligence is a technology intertwined with society globally, but when exploring it in Latin America, its field is limited. According to Barragán-Martínez (2023), the whole region of Latin America entails social and economic limitations that stall the investment regarding AI. Similarly, Soto-Sanfiel et al. (2022) mentions how Latin America is seen as slow when adopting new technologies due to the inequalities it faces.

Despite the lack of resources and infrastructure, Latin America is eager to implement Artificial Intelligence (Lopez et al., 2023). In recent years different Latin American countries such as Argentina, Brazil, Chile, Colombia, Mexico, and Uruguay noticed the importance and potential of AI. Therefore, since 2018 they individually implemented national strategies to introduce Artificial Intelligence to their agenda. This way they avoid being disadvantaged by this important technological revolution (Barragán-Martínez, 2023).

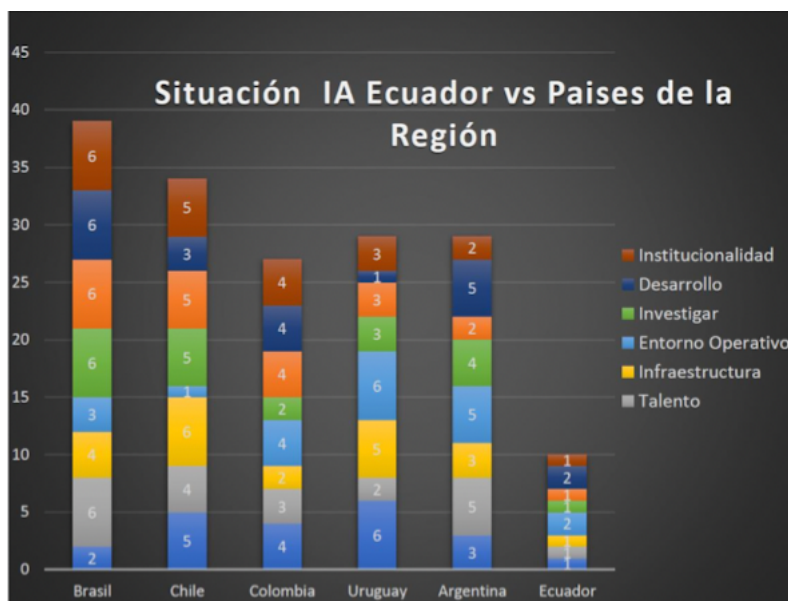
The same Latin American countries are seen as pioneers and leaders regarding AI implementation while Ecuador is seen as being in the primary stage (Figure 1). According to

Barragán-Martínez (2023) when evaluating a country's Artificial Intelligence index, six factors need to be taken into consideration: *talent*, referring to the availability of skilled professionals; *infrastructure*, which focuses on access to technology such as internet; *operational environment*, involves public opinion and regulation systems; *research*, encompasses the number of studies done within the field; *development* refers to the growth of innovating projects and finally government support, which highlights the new policies and initiatives fostering AI. This aligns with Lopez et al. (2023) as they show talent, infrastructure, and level of familiarity with the technology as factors that influence the implementation of innovations such as AI.

When evaluating Ecuador's Artificial Intelligence implementation through the six dimensions Figure 1 shows that there is minimal development (Barragán-Martínez, 2023). This highlights the gap Ecuador has regarding Artificial Intelligence and the need for exploration on the topic. This study aims to explore the operation environment hence, the public opinion and level of awareness regarding AI technology which later can foster strategies in facilitating a responsible development and adoption of AI technologies in Ecuador.

Figure 1

Artificial Intelligence index from Ecuador vs countries of the region



Note: red= government support, blue = development, green = research, baby blue = operational environment, yellow = infrastructure , grey = talent

2.2 Artificial Intelligence

This section comments on Artificial Intelligence and how is rapidly transforming our world. It would first introduce the technology and define it. Later it will expand on its interaction with the public.

2.2.1 AI as a Technology

Artificial Intelligence is a term that is broadly used across literature, and experts differ on its precise definition. The term Artificial Intelligence was first coined in the 1950s. Its main purpose was to discuss how to use machines to simulate human intelligence (Zhai et al., 2020). As the term gained power and progress, experts started to describe the technology as a ‘double-edged sword’. As it has the potential to cause structural changes in our society, positive as well as negative (Roe & Perkins, 2023). However, this did not stop the development of the technology.

Pichai (2023) mentions how the capabilities of AI appear to double every six months. He

states that there is a need for experts to agree on a conceptualization for the term. Due to its continuous evolution and development as a multifaceted technology, no clear definition has been established. Furthermore, Zhai et al. (2020) emphasizes the need for a conceptualization of the term as they state that experts disagree on its use and what the technology can do, hence it is loosely defined. Other experts such as Nguyen and Hekman (2022) refer to Artificial Intelligence as an umbrella term in which experts have different definitions according to the domain the AI system operates in.

Over the years, the focus for a conceptualization of Artificial Intelligence shifted from describing it as mimicking human intelligence to focusing on the technology's characteristics and capabilities in a broad sense, as the technology involves complex mathematical components.

Zhai et al. (2020) claims that AI can be integrated into companies' products, cars, the health industry, media management, news, and much more. Additionally, the technology can be implemented in the form of software such as algorithms and deep learning, or hardware, for example, robots. Similarly, Nguyen and Hekman (2022) state that AI takes various context-dependent forms therefore the conceptualization should highlight its data-driven principles. Their paper defines AI as "automated digital systems that classify, recommend and make decisions via algorithms based on data and with the ability to learn from data" (Nguyen & Hekman, 2022).

Other experts agree with this way of defining, for instance, Kaplan and Haenlein (2019), claims that AI is a system that can interpret external data by learning from data. Nevertheless, these definitions do not encompass all the types of Artificial Intelligence, regarding its level of autonomy. However, for this study's purpose, this paper accepts Nguyen and Hekman (2022) conceptualization. Nguyen and Hekman (2022) definition was chosen due to its ability to be used in multiple contexts while still referencing the same base technology. This paper understands the lack of coherence on a single definition. Nevertheless, acknowledges that AI is an umbrella term that is context dependent and can take multiple forms as software or hardware.

2.2.2 *AI in the public domain*

With an established conceptualization based on the data principles of Artificial Intelligence researchers are able to closely examine why the technology is so prevalent. Using a singular definition ensures that the readers and the author have a consistent understanding of the technology being presented. According to Kelly et al. (2023), with a single definition, researchers will be able to understand if individuals are accepting the real AI or their perception of AI. As stated previously, this technology is not new, however its continuous evolution has kept it in the public's focus (Roe & Perkins, 2023).

According to Chuan et al. (2019), the topic of AI engages interests; for example, many films and novels have used AI to portray a utopian or dystopian future in which they explore the power and risk of AI. Brennen et al. (2018) also adds to the fascination of the technology by stating that there is a discussion that AI is part of the "fourth industrial revolution". Furthermore, this technology has been referred to as media hype, in which the coverage is most prominent at regular intervals (Cools et al., 2022).

The last Artificial Intelligence media hype happened in November 2022 when a new product was released to the market called ChatGPT, from the company Open AI. This new AI tool can generate answers to prompts in a human-like response. Additionally, this type of AI has capabilities to solve a wide range of tasks, for example, writing a meal plan or also summarizing text (Roe & Perkins, 2023). The new feature has sparked a lot of interest in the media and the general public (Figar, 2023). As mentioned earlier Schäfer (2023) states ChatGPT is one of the fastest growing technologies in history. Its popularity has to do with OpenAI's mission in which the company claims to "*ensure AI benefits all of humanity*" ("Open AI", n.d.). Hence, the company provided accessibility to all users free of cost. Nowadays, there are multiple research papers regarding Artificial Intelligence and its impacts on society. However, there is not much research on how the increased visibility by the media and accessibility to such complex technology alters public discussion.

Nguyen and Hekman (2022), mention that news media coverage has a significant role to

play for the public to make sense of innovative technologies. Similarly, Chuan et al. (2019) highlights that people's perceptions and acceptance of emerging products are influenced by media. Likewise, Muhammad and Zhou (2023) claims how multiple studies have explored the role of news media in shaping audiences' understanding, and their results have shown that there is a significant impact between news coverage and public perception. Throughout their paper, they also mention that news is not the only factor influencing the relationship. They also consider science fiction viewing and technology discussion as components that shape public attitudes toward AI (Muhammad & Zhou, 2023). Previous research investigated the critical role of media from a quantitative approach or content analysis, while this paper will examine the impact media has on the public understanding of AI via qualitative interviews as it examines an unexplored context.

2.3 Media Exposure

This subsection will elaborate on theories that explain why the public is influenced by media coverage.

2.3.1 Agenda Setting Theory

Media effect theories is an umbrella term that covers multiple theories defined broadly as the "one attempt to explain the uses and effects of media on individuals, groups or societies as a whole" (Oliver et al., 2019). According to Chuan et al. (2019), media has the role of facilitating information and fostering the understanding of innovations. However, it can be written under certain perspectives, altering how the audiences decode the message. McCombs and Shaw (1972) developed the agenda setting theory in which they argue that individuals need assistance when trying to understand the world, so media uses frames. Frames are defined as how and what of the story is selected, emphasized, and excluded to make "audiences think about selected issues in a certain light" (Dainton & Zelle, 2019). In contrast, Muhammad and Zhou (2023) claims that a frame is a mental process that individuals use to make sense of information.

2.3.2 Framing

Framing is highly relevant to this study as it can intercept the interaction between the audience and the understanding of current information. Framing is so important in today's media coverage as it provides insight into the public agenda and highlights the societal trends, hence what is considered of social importance. Previous research has highlighted how Artificial Intelligence has been framed in news outlets. The research from Nguyen and Hekman (2022), aimed to identify dominant frames in AI news reporting, their results showed 14 frames dominating this media discussion. The paper continues to narrow down the frames by merging them into four themes; 1. AI & Politics, 2. AI & Economics, 3. AI & Research/Science 4. AI in Society & Culture. Nguyen and Hekman (2022) claim that media portrayal of AI has changed. Artificial Intelligence is no longer seen by media as a research or science fiction subject but now is seen as a technology that interferes with societal aspects such as political, economic, and cultural. In the same way as Chuan et al. (2019) mention, media coverage transitions from scientific coverage into more mainstream as the technology progresses to affect more individuals.

Roe and Perkins (2023) claim that the framing of AI is not simple, as it makes the technology visible in the public discourse. Throughout their research, they identify six topics in which AI news, particularly related to the new AI hype, ChatGPT, is represented in the UK media. The topics they identify are *impending danger*, *informative*, *capabilities positive*, *capabilities negative*, *experiment*, *comedic* all of which can be considered sensationalized reporting (Roe & Perkins, 2023). In other words, media focuses on emotions to attract readers' attention. This can significantly influence public discussion and attitudes towards an unknown technology.

In contrast to Nguyen and Hekman (2022) study, Muhammad and Zhou (2023) mentions that the prominent frames when reporting AI are the social progress and the Pandora's box. The frame of social progress refers to the benefits and societal advances the technology upholds. The Pandora's box frame emphasizes the dangers and consequences of the technology (Muhammad & Zhou, 2023). Similarly, Cools et al. (2022) examines the frames of AI through a longitudinal study in which they concluded news media chooses between dichotomous frames, utopian or

dystopian. Furthermore, they claim that in the late 20th century this technology was framed as prominently dystopian however as it entered the 21st century more utopian media coverage was used.

Despite the vast amount of research on media framing of Artificial Intelligence, there is a gap in understanding how media framing interacts with individuals and how it shapes their perceptions. Furthermore, the previous literature mainly investigated the US and UK context, once again emphasizing the need for other contexts to be explored. This study aims to bridge the gaps by addressing the following sub-question.

SRQ1: What are the prevailing perceptions towards AI within the Ecuadorian population, what factors contribute to these perceptions?

2.4 Technology Theories

This section elaborates on frameworks that explain how technology interacts with society, culture, and individuals.

2.4.1 Adoption

New technologies are framed across multiple disciplines, the media's role is to synthesize these views and foster the adoption of the technology by the public (Nguyen & Hekman, 2022). As previously mentioned, Artificial Intelligence is a new emerging technology that can be applied to a variety of disciplines, therefore, its capabilities need to be understood by all who are affected.

According to Mendoza et al. (2010), new emerging technologies move through society within four phases, *adoption, acceptance, appropriation, and domestication*. This thesis focuses on the first two stages, *adoption and acceptance*, due to the context it is set on. Ecuador has a lack of research regarding the initial encounter of individuals with AI, hence focusing on the adoption and acceptance stages allows this research to explore the level of awareness and perception of AI in Ecuador. Moreover, Ecuador's technological divide may be interfering with the accessibility for individuals to *appropriate and domesticate* the technology.

Walitzer et al. (2015) describe the "model of five stages in the innovative-decision

process" which can be used to enhance the understanding of the adoption phase. The Adoption phase describes the process an individual passes through leading to the decision to use the technology for the first time. The first stage of the model is *knowledge* in which the individual is learning the characteristics and the potential use of technology. The second stage, called *persuasion*, refers to seeking information and the development of favorable attitudes regarding innovation. The third stage, *decision*, is where the individual reflects the benefits and costs of the technology. In the fourth stage, *implementation*, the changes of behavior or actions are observed, and in the fifth stage, *confirmation*, the individual evaluates the technology to continue its use or to discontinue it (Walitzer et al., 2015). Similarly, Hick and Ziefle (2022) mentions that in order for individuals to accept a technology they first need to understand and know something exists.

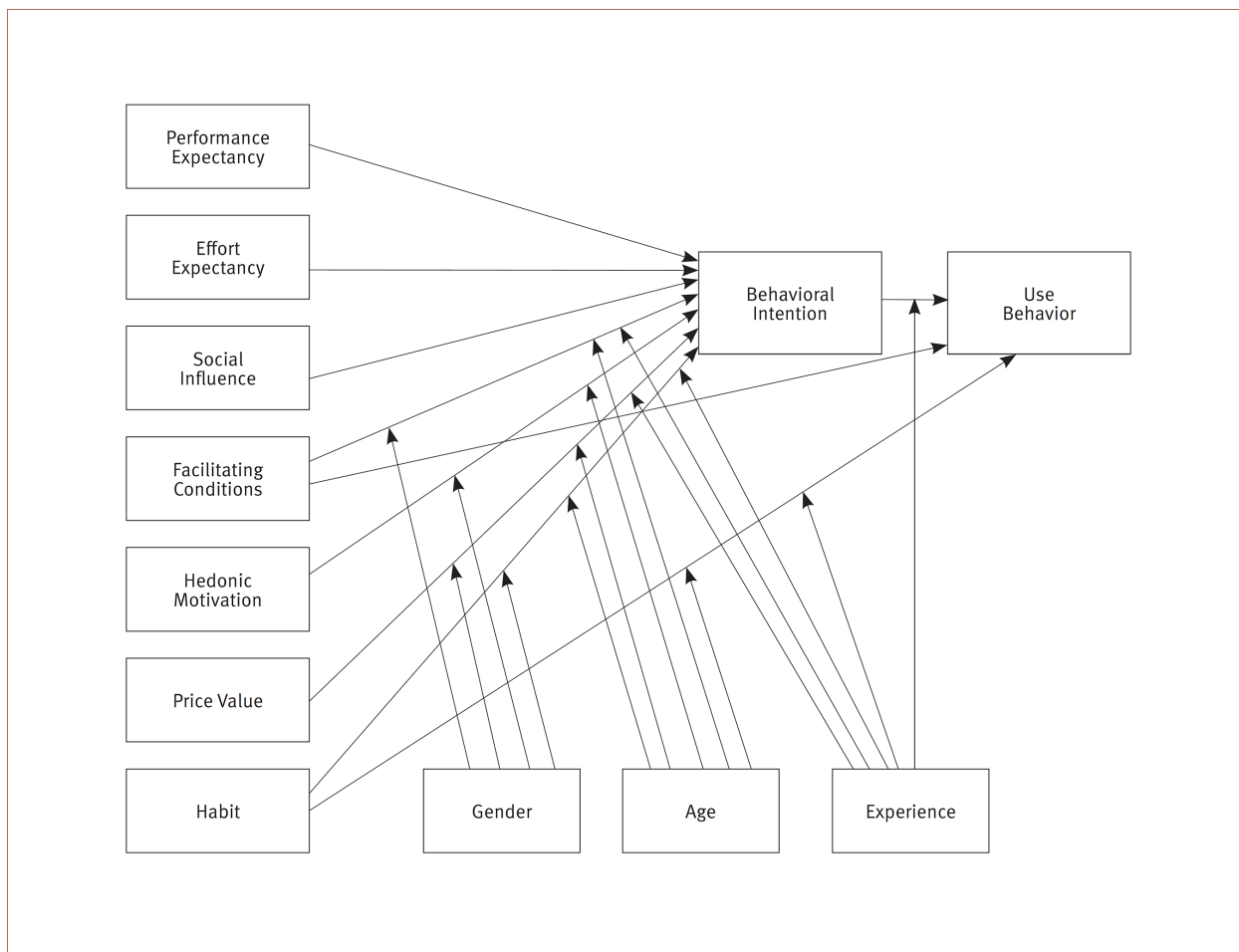
Mendoza et al. (2010) mentions that perceived usefulness and perceived ease of use are the factors that lead to an audience's acceptance of the technology. In contrast Hick and Ziefle (2022) states that technology acceptance is a process that involves more factors such as individual and context-related influences. This paper wants to highlight that AI acceptance is first determined by understanding and awareness of the technology itself. Nevertheless, knowing the technology does not mean it leads to acceptance of innovation, users still might reject a technology based on other factors. Therefore, the following sub-research question will be addressed to understand the level of knowledge existing within the context.

SRQ2: What is the level of awareness among the Ecuadorian public regarding Artificial Intelligence, including their understanding of its basic concepts and applications?

2.4.2 Acceptance

This study has chosen the Unified Theory of Acceptance and Use of Technology (UTAUT) presented by Venkatesh et al. (2012) as a base theory to understand what factors cause public audiences to accept AI. According to Ho and Cheung (2024), the UTAUT2 model offers a strong framework to explore public perceptions. This theory is an extension of the Technology Acceptance Model and a synthesis between eight separate models available to provide a unified view of why users might accept an innovation or reject it.

The theory has two models which focus on professionals or consumers. This paper will focus on the UTAUT2 for consumers which incorporates three additional factors than the model for professionals. UTAUT2 measures seven determinants to assess the acceptance of a technology. The seven determinants are: 1. *performance expectancy*, the degree to which an individual perceives the technology as beneficial or useful to accomplish a task. 2. *Effort expectancy*, how easy or difficult it is to use the technology. 3. *Social influence* refers to the degree to which users alter their perception of using technology if their surroundings are using it as well. 4. *Facilitating conditions*, user perception of resources and infrastructure supporting technology. 5. *Hedonic motivation*, pleasure of using the technology. 6. *Price value*, users' evaluation between benefits and monetary cost. 7. *Habit*, the extent to which individuals perform a behavior without cognitive effort over time. Moreover, the UTAUT2 model has three moderators that influence the determinants and behavioral intention relationship. The moderators are Age, Gender, and Experience. Figure 2 showcases the model.

Figure 2*Unified Theory of Acceptance and Use of Technology*

One criticism of the UTAUT2 is that it does not consider the users' change in use and acceptance of technology over time. Therefore it assumes that once a technology is accepted it will always be accepted. This paper does not look into the next phases such as appropriation of the technology and domestication, hence the limitation is not considered.

Furthermore, literature commonly utilizes the UTAUT2 model in quantitative studies. However, due to Ecuador's under-researched context, a qualitative study was sought to be more appropriate. According to Soto-Sanfiel et al. (2022) Latin American countries are slow at adopting modern technologies, as there is a lack of training and technical skills. The UTAUT2 is

an extensive framework that takes into account multiple determinants and moderators overall allowing a thorough exploration of different dimensions that may be influencing user behavior toward technology. Moreover, by gathering rich detailed data it provides a strong foundation to identify trends and patterns that can later be investigated further. Hence this study wants to investigate the following sub-research question to see if that is true.

SRQ3: How do demographic factors such as age, educational level, occupation, and background influence acceptance towards AI among Ecuadorian citizens?

2.4.3 Trust

Artificial Intelligence is a technology that involves a high degree of uncertainty to the public. According to Choung et al. (2022), trust is fundamental for humans when coping with complex technologies such as AI technologies. From an evolutionary perspective, humans stay away from unfamiliar things as it is a way to avoid danger. Nowadays, this is translated to fear to the uncertain, creating a trust barrier to adopt certain technology if it is not fully understood. Kelly et al. (2023) mentioned how trust in technology allows individuals to decide to use it and accept it.

Additionally, Kelly et al. (2023) emphasized to include trust as a factor when studying acceptance. In the same way, Meyer-Waarden and Cloarec (2022) highlights how trust is an important construct to consider when exploring new technology acceptance as it helps individuals overcome the uncertainty the technology might present. Furthermore, Ho and Cheung (2024) points out how trust is significant in forecasting the adoption of emerging technologies, especially when users are characterized by low knowledge levels. Therefore, trust is added as a construct that moderates users' acceptance of a technology.

Ho and Cheung (2024) defined trust as "a mental state that the trustor holds toward the trustee with respect to the performance of a behavior in uncertainty and vulnerability". By utilizing mental state they establish that trust level can change over time. Likewise, Choung et al. (2022) defined trust as a psychological state in which an individual is willing to be vulnerable based on optimistic anticipations of their intentions.

Trust can be perceived under various domains, such as interpersonal relationships, human-technology relationships, and nowadays human-AI interactions (Choung et al., 2022). When exploring human- AI trust it encompasses a dynamic nature, influenced by both human-like trust and functionality trust. Human-like trust is the perception of AI systems possessing human behaviors, for example, being transparent and making ethical decisions. While functionality trust refers to, the ability for AI systems to perform tasks effectively and reliably (Choung et al., 2022).

With AI rapidly integrating into all aspects of society, understanding how individuals accept the technology is crucial. This paper integrates further research recommendations from past literature and incorporates trust as a moderating factor. The specific sub-question addressed is the following.

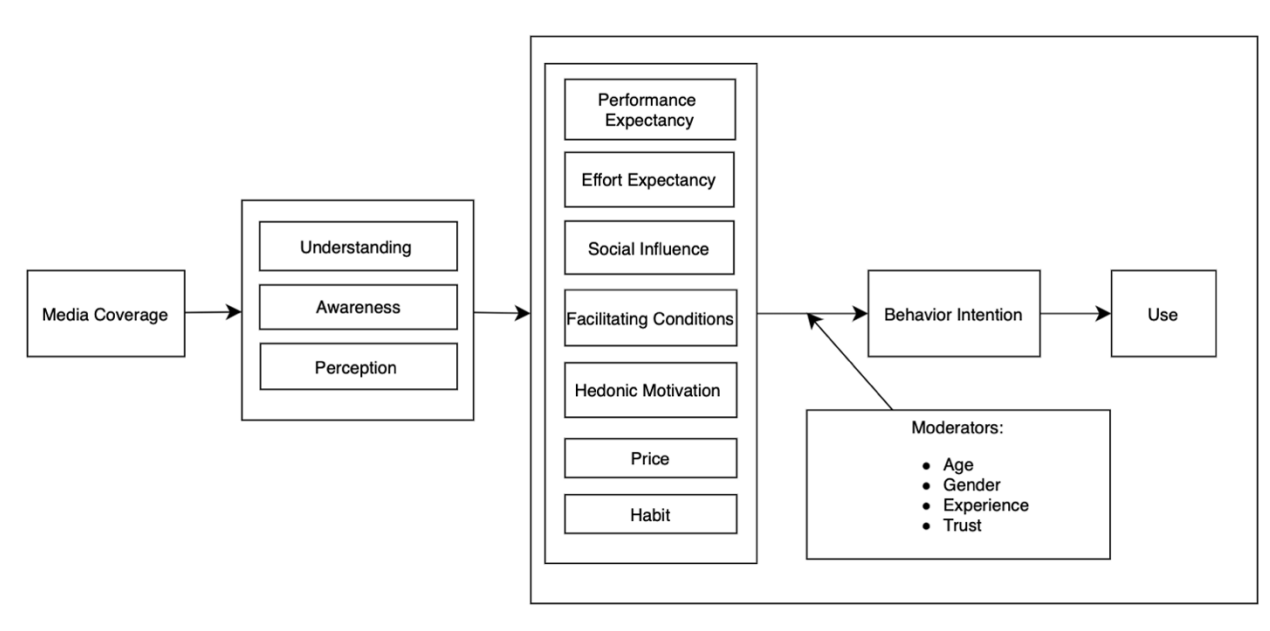
SRQ4: How does the level of trust influence an individual's acceptance of AI technology?

2.4.4 Enhancing UTAUT2

Ho and Cheung (2024) emphasized that UTAUT has been utilized in several AI studies. Nevertheless, it is common for constructs to be removed or test extended constructs within the framework. This study wants to provide a complete view of Artificial Intelligence in another context hence, we extended the Unified Theory of Acceptance and Use of Technology. The model this study utilizes is based on UTAUT2 moreover integrating antecedents such as media coverage, awareness, understanding, and perception. Additionally, trust is added as a moderator of the prediction. Figure 3 portrays the visualization of the model.

Figure 3

Model based on UTAUT2 for this study



In the previous section, it was discussed how media coverage has an effect and may be shaping the public perceptions of emerging technology. Many studies claim that the framing of the media influences public understanding, awareness, and perceptions of technology. Kelly et al. (2023) mentions that media inform users on the technology which influences their intention of use. Ho and Cheung (2024) expand by claiming that news media may be the main and only reliable source for the public to get informed about the technology that constantly evolves. Therefore, this paper adds media coverage, awareness, understanding, and perceptions as antecedent factors influencing the acceptance of AI technologies.

3 Methods

This section describes the methods used throughout the research. First, the reasons behind the research design are explained. Second, the sampling strategy is discussed. Third, data collection procedures are showcased. Fourth, the data analysis process is described. Finally, this section ends by considering the ethical implications of the research.

3.1 Research Design

This study aims to explore the role of media in shaping public understanding, awareness, perceptions, and acceptance of AI technology among Ecuadorian residents. Therefore, to achieve an understanding of individual points of view, potential knowledge gaps, and factors that stall the acceptance of Artificial Intelligence a qualitative method approach is required. Silverman (2019) mentions that one of the strengths of a qualitative research approach is that it allows the ability to understand and explore a phenomenon considering the context that surrounds it.

Additionally, Boeije (2010) describes multiple qualitative methods such as participant observations, interviews, focus groups, and visual data. Which method to choose depends on the research purpose and questions that are trying to be approached. Initially, the researcher considered conducting focus groups with each generation to compare how the responses regarding AI shift depending on the group. However, this approach was not feasible for an online study that takes place in another time zone, internet connectivity and scheduling challenges would have stalled the completion of the research.

In the end, the researcher followed literature recommendations and sought more appropriate to collect rich descriptive data through online interviews. Nguyen and Hekman (2022) comments on the need for interview studies to explore new contexts, this way results can be descriptive and may reveal cultural differences. Furthermore, the research chose interviews as this way to avoid scheduling challenges, as the participants can set their own availability time, likewise, the internet can be more stable throughout the call.

According to Hermanowicz (2002), interviews are the most revealing methods. The author contrasts interviews to dates claiming that in order for an interview to be considered great there

needs to be preparation to gather in-depth insights in the same way individuals get ready for a date (Hermanowicz, 2002). Therefore, before the interview, a semi-structured protocol was developed. The protocol enables structure to the interview while still providing space for the researcher to include open questions and follow-up questions designed to elicit conversation with participants.

The protocol, also known as a topic list, begins with a section focusing on demographic questions. This is followed by questions on general knowledge and awareness about AI. Participants are then asked about their perceptions of AI and their considered advantages vs. disadvantages. Section four explores participants' media exposure, for example where they get information about AI. Section five explores their level of trust in the media and trust in AI technologies. Finally, the protocol concludes by exploring UTAUT factors that may influence the acceptance of a technology. The complete interview protocol can be found in Appendix B. To ensure clarity, relevance, and effectiveness of the questions, a pilot test was conducted before the actual interviews (Barnum, 2021).

. The findings of this research aim to help future researchers understand the base level of Ecuadorian's awareness and perceptions regarding AI Technology and to determine areas where knowledge may be lacking. Additionally, the results help to understand public opinion of the technology and allow growth of AI research in the country which may foster AI initiatives later in time.

3.2 Sample Strategy

The participants for the study were recruited via text message, phone call, and personal networks, hence, a convenience sampling method was used. The text message is available in Appendix C. Convenience sampling is part of purposefully sampling which means that participants are selected purposefully to fit the study criteria (Coyne, 1997). According to Taherdoost (2016), convenience sampling is selecting participants based on their availability. This approach has been criticized as it provides a homogeneous group of participants and results are not representative of the general population however since this study focuses on the initial stage of exploration and in-depth responses this sampling approach was thought to be appropriate.

This study focuses on the Ecuadorian levels of acceptance of AI technologies therefore by utilizing the model UTAUT factors such as age, gender, and experience are considered when recruiting participants. For this study, two different age groups are being explored. According to Barnum (2021), generational differences matter when it comes to technology use. Likewise, Calvo-Porrall and Pesqueira-Sanchez (2019), claims that generational cohorts may affect the individual use and engagement of a technology. Therefore, this study wants to see if their level of awareness, perceptions, and acceptance varies between generations. The study then focuses on two groups: generation Y or millennial, born between 1981 and 1996 vs. generation X born between 1965 and 1980. These generations were chosen to emphasize the technological divide age may impact. For instance, millennials are considered the first highly technological generation. Millennials were born with the technology therefore being labeled as digital natives while previous generations such as Gen X adopted technology and learned to use it as adults becoming digital immigrants (Calvo-Porrall & Pesqueira-Sanchez, 2019)).

The inclusion criteria for the participants are to be a resident of Ecuador and be between ages 28-43 for the Generation Y group or 44-59 for the Generation X group. Additionally, there is no required prior knowledge of the Artificial Intelligence technology, and an effort was made to ensure representation across demographics as the research aimed to explore a mixed sample that enables a comprehensive understanding of the topic.

To gain a comprehensive understanding of participants' opinions, a total of 20 participants were recruited. To ensure a balanced distribution of participants each group consisted of five females and five males, hence 10 participants per group. In the group of millennials, the ages range from 28-43 with an average of 34,2 years old. While the Gen X group the ages range from 47-54 with an average of 46,4 years old. The participants have a diverse range of occupations, including lawyers, agriculture, teaching, systems management, and project management. The educational level of the participants ranges from high school to master, in which three participants have obtained a high school degree, 13 bachelor's and four a master's degree.

3.3 Data Collection Procedure

The interviews and materials were developed in the first language of the participants, Spanish, as it is the national language of Ecuador. Additionally, the interviews were conducted through Microsoft Teams since the location of the investigation differed from the researcher's location. When individuals agreed to participate in the study a follow-up Google calendar link was sent to them to schedule the interview at the most convenient moment for the participant. The link already established the researcher's dates and times available, due to the time difference of seven hours with Ecuador's time it is important to set meetings. This way guarantees the participant's assistance and avoiding confusion of time slots is guaranteed.

All interviews were audio recorded with participants' consent. Before the interview, the researcher started with a warm welcome and explanation of the study's purpose. In an effort to avoid bias, no explicit information was provided regarding AI and associated technologies when introducing the study. However, the researcher provided a space for questions or concerns the participants may have at that point. Following the introduction, the researcher stated the requirement of a consent form and then sent it via the meeting's chat box. The consent form informed the participants about the anonymity of the study, their rights to withdraw at any point, and their consent to record the meeting (Appendix D). Participants were expected to read the online form and sign it digitally before the interview can take place. Due to technological problems, three participants were unable to access the digital consent form so the informed consent was read out loud by the researcher and participants provided verbal consent.

After receiving the informed consent from the participants the study proceeds with the researcher providing space for participants' questions. Moreover, the researcher emphasizes one more time that the study is anonymized and that they have the right to withdraw at any point of the interview. If no follow-up questions were needed to be answered the researcher will start with the interview, using the pre-defined topic list for guidance. The interview protocol utilized during the interviews can be found in Appendix B. The average duration of the interviews was 30 – 60 minutes.

After the participants answered questions regarding their demographics, their perceived knowledge, and experiences of AI a two-minute video was shown to them. The purpose of the video was to ensure all participants understood the technology to the same extent and to foster communication for the next interview questions.

3.4 Data Processing and Analysis

The interviews took place via Microsoft Teams providing the researcher with the opportunity to extract the transcripts of each interview from its software for the analysis step. The researcher revised all transcripts to ensure coherent verbatim transcription and to anonymize the transcript before analysis. After processing the data, the transcripts were uploaded to ATLAS.ti, a software that allows researchers to manage data and systematically analyze them. As stated previously, the interviews were conducted in Spanish, hence, translation was required for the quotes selected for the results section. The translation was done with Google Translate and revised by the researcher to ensure coherence.

Inductive and deductive coding was applied to ensure a comprehensive understanding of the phenomenon under study. An inductive approach allows researchers to explore the data and uncover themes and patterns that were not anticipated beforehand. While a deductive approach starts with themes established by literature. After the first reading of the transcripts, a draft codebook was developed. During the first rounds of coding transcripts, additional codes and sub-codes were added to the draft codebook. Furthermore, codes were categorized based on topics to identify the overall opinions of the participants (Appendix E).

To test the reliability of the code book and coding scheme an inter-rater agreement between researchers was performed. One independent researcher read and coded 10% of the interviews, and later a Krippendorff's alpha was calculated. Krippendorff's alpha is a statistical test that analyzes the level of agreement between researchers. If the result is higher than 0.8 it ensures a strong agreement between researchers, and that the codebook is valid. The inter-rater agreement was performed per category the values are presented in (Table 1)

Table 1*Intercoder Reliability Test Results*

Category number	Category name	Krippendorff's alpha
2	Perceive Awareness and Understanding	0.915
3	Perception of AI	0.944
4	Media Coverage	0.911
5	Trust	0.924
6	Acceptance	0.911
7	Miscellaneous	0.956
	In total	0.980

3.5 Ethical considerations

This study adheres to the ethical guidelines outlined by the BMS (Behavioral, Management, and Social) ethical review board at the University of Twente. Ethical approval was obtained prior to data collection the request number is 240743. Boeije (2010) describes that interviews implicate a level of trust in their participants; hence protection of the individual is required. To ensure this the study uses an informed consent form emphasizing that all information provided will be anonymized and stored according to General Data Protection Regulation laws of Europe. Moreover, this research attains to AI research guidelines and provides a disclosure statement in Appendix A

4 Results

This section will showcase the results of the study. The analysis revealed several recurring themes, and those were categorized. The categories created are used to organize this section.

4.1 Knowledge & Awareness of AI

When exploring the theme of knowledge and awareness a common pattern was recognized. Participants were asked about how familiar they are with AI technology, majority replied that their knowledge was limited as they have had limited or lack of interactions with AI. However, they are aware of the term artificial intelligence itself. For example participant 1 comments *"Personally, I have not applied it to myself in my personal life, I have a little knowledge on the issues."* Similarly, participant 8 mentions *"in reality with artificial intelligence I have had almost no experience... I am familiar with the topic, I just haven't used it much."*

On the contrary, a few participants mentioned their perceived knowledge of AI to be high. These participants knew a lot about the technology as they have a background in IT or education in which AI is examined further. Moreover, participants with higher perceived knowledge had a higher desire to investigate the topic and showed an innate interest in AI.

The familiarity with AI term was portrayed as the participants described some qualities and examples of the technology. When the researcher asked participants to describe what AI meant to them a good portion of participants mentioned, that AI technologies are tools created to help humans. For example, participant 7 states *"Let's see how to define artificial intelligence, it is a technological tool that allows us to provide solutions to everyday queries or problems."*

Another way participants described artificial intelligence, was by associating it with its extensive information capabilities. For instance, participants described AI as a dictionary that is up to date or as a combination of multiple technologies.

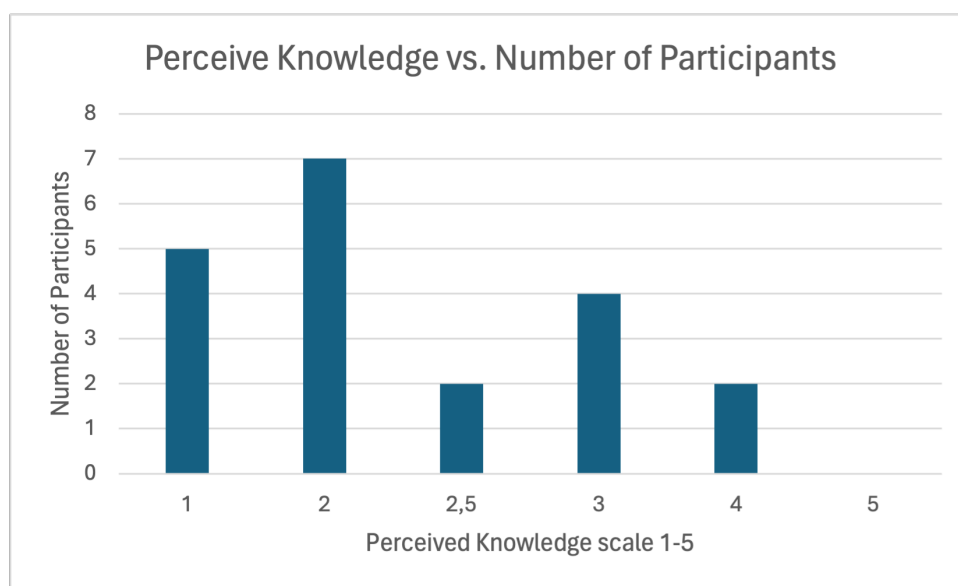
Additionally, interviewees mentioned some of the applications or examples of AI to describe Artificial Intelligence. The most frequently mentioned examples included chatbots like ChatGPT, Tesla's Autopilot and Full Self-Driving Capability, personalized advertising, personalized assistants such as Siri and Alexa, and recommendation systems like Netflix's

suggested movies. The example showcased that participants were familiar with AI to some extent. However, with certain applications of the technology participants were not certain their example was considered an AI technology. To illustrate this, participant 16 stated *"I don't know if I'm right or wrong, but it happened to me that when we are talking for example about the last boots we saw at Zara and then I go to my TikTok and I get Zara's advertising or on Google, I get the boots there."*

During the interviews, the researcher asked participants to rate their perceived knowledge concerning AI on a scale of one to five. The (Figure 4) below illustrates the outcome.

Figure 4

Perceived Knowledge



When participants explained their reasons behind the level of perceived knowledge chosen, they commonly mentioned their interaction with Artificial Intelligence and information about AI. For example, participant 6, who ranks herself to be a 2.5 commented, *"You know what, no, I don't have much knowledge... but I've heard many things, but I haven't gotten fully involved, so I'm not very clear about what artificial intelligence is like."* Likewise, participant 14 claims to have a knowledge level of *"I because I haven't explored, I haven't had the curiosity to do something..."*

An intriguing finding is that two participants indicated that they would adjust their perceived knowledge rating depending on the individuals they were comparing against. Participant 18 stated *"comparing against my age, that I have asked and commented, I think I am between 3 or 4"* In the same way participant 19 mentioned *"Well, compared to your generation [Z], I would say 1. But for my generation, I would give it a 4. There's a lot of division when comparing people based on age and socioeconomic status. It really divides up knowledge."*

The first topic of the interview ended with a short video that provided basic definitions and applications of AI. Participants reacted surprised to find out how much AI is utilized in daily life technologies. Participant 10 stated *"It's crazy because at the end of the day, we're all super involved with artificial intelligence and we're already using it in our daily lives, without even knowing it. I mean, artificial intelligence is already using us..."* Moreover, participant 19 comments on how AI already influences decisions one makes, *"I think that we already have a lot of interaction and we have no idea how much it is interfering in our lives, that it is interfering with the decisions we make...it is already making me make decisions."* Lastly, participants noticed that they interacted more with AI than they thought at the start of the interview. For instance, few participants use Siri all the time but did not know its technology is AI-based.

4.2 Perception of AI

To understand the context of why an individual might accept or reject a technology it is important to explore their general perception of AI. When asked participants about their general perception between positive, neutral, and negative towards AI, the majority responded with a positive mindset. Out of the 20 participants, 13 stated positive attitudes, 7 stated neutral, and 0 mentioned negative when thinking generally of AI. When the researcher inquired more in-depth about attitudes some negative perceptions were discussed.

On one hand, the participants who expressed a positive perception highlighted that it was because of their association of technology with human progression. To illustrate this participant 10 comments *"Overall I have a positive view of the technology, it helps us do our lives more efficient and better... I can't even imagine life without technology. I definitely feel that any*

technology is a positive thing."

Additionally, other interviewees expressed a positive attitude towards AI. They associated the AI technological revolution with past technological advances that took place. Participants compared AI hype with the internet hype and with the introduction of computer software such as Excel. Regarding the internet, many participants mentioned that everyone has benefited at some point from it however, some risks would have been nice to be warned about beforehand. Similarly, regarding computer software participant 5 mentions *"I take as an example accounting, first it was done by hand and then Excel appeared, that is when many accountants said 'wow, we're going to lose our jobs...in reality, it ended up transforming and doing the same task simpler hence, accounting improved."*

On the other hand, the participants who mentioned a neutral perception towards AI outlined the positive and negative aspects of the technology. For example participant 15 states *"I think it can be a double-edged sword, it can be something that can help you, but it can be something that can be very counterproductive and does not suit you"*. In the same way, participant 19 emphasizes that AI is a tool and what is important is how you use it. Participant 19 illustrates this by stating *"but it is a tool then like a knife, it can be for killing, or it can be for cutting the daily morning meal."*

An interesting finding was that even though participants' current perceptions of AI as largely positive seeing AI as an opportunity, when they were asked about their perceptions of the future they became more nuanced. Participants were perceived as more hesitant and concerned regarding future impacts. Technology dependency, isolation, and AI technologies are being used with an alternative intent. To illustrate this participant 13 mentions *"in the present is a great opportunity"*, however in the future he states *"we will be even more dependent on the companies that create AI...I have to say I do fear our relationship..."* Moreover, participants whose background is in advertising and design mention that AI currently is making "new" things based on patterns available however in the future humans will get saturated in this and will like to return to the simplicity and human touch. Subsequently, participants also mention that currently, AI is

not visible or applied in Ecuador however they expect that in the future to be introduced further for them to interact with it. For example participant 1 claims *"the Ecuadorian adapts and it will always adapt to technology, therefore here the only thing to do is to wait and see how AI develops."*

4.2.1 Advantages and Disadvantages

During the interviews advantages and disadvantages of the technology were discussed. The interviewees highlighted their perceived advantages and benefits of utilizing this technology. For instance, across all interviews, the increased efficiency and reduction of time spent performing a task were seen as common benefits. Participants mentioned that researching information now is much simpler, it requires fewer people and you can even summarize the findings through the help of a generative AI tool. For instance, participant 4 stated *"When I used to search I opened about 10 tabs and I arrive to a conclusion, while now in a single chat, it showcases those 10 tabs already summarized and then I can analyze it faster."* Additionally, participants mention how AI technology can foster their creativity, and simplify their lives by being able to visualize their thoughts on text or images.

Furthermore, participants outlined other advantages of utilizing AI technologies in different work fields. For example, participant 18 mentions how AI can be used to help the healthcare field with scanning and medicating humans with precision, reducing human error. In the same way, participant 17 shared a story of how a woman got her cancer cured thanks to AI technology. Similarly, participant 11 mentions how in agriculture AI can also be very beneficial. He states *"It will help to be able to plan and have greater productivity and have healthy food for the same unit price."* Lastly, participants saw AI technology to benefit educational and medical access across the country. Participants mention that AI can be trained to assist like tutors or doctors overall making it more economical for the citizens as they are not required to pay for a full human service. To illustrate this participant 13 comments *"this rather gives equal opportunities to kids who can as long as they already have an Internet connection, they are already open to the world...artificial intelligence can give them access to a lot of knowledge"*

In addition to the benefits, interviewees describe the negative aspects and drawbacks of the technology. Often the disadvantages are what let the participant express some negative perceptions. The most frequently mentioned disadvantage was the reduction of employees. Participant 20 mentions *"I think that is complicating things for us because we have more and more people and sometimes fewer jobs."* Participant 16 expressed an identical concern *"It's negative because there are already so many unemployed and now with AI the list of unemployed just gets bigger, they just continue to screw us over here in the country and maybe globally"*

Another concern regarding AI is the potential technological dependency. In other words, humans will stop doing things themselves and ask AI to do it for them. Parallel to the dependency, AI creates a lack of critical thinking skills and isolation. Participant 1 comments on this by stating *"you won't think the same way as now you depend on AI to do any task."* Even more, participant 2 mentions *"if you just depend on AI, where does your critical thinking go?"* Moreover, the interviewees showcase the isolation that AI dependency can create by mentioning that, with AI users would not see the need to interact with any other humans to answer their inquiries. This concern is emphasized when participant 11 states, *"lack of social interaction, dehumanizes us from others and makes us think too much with ourselves."*

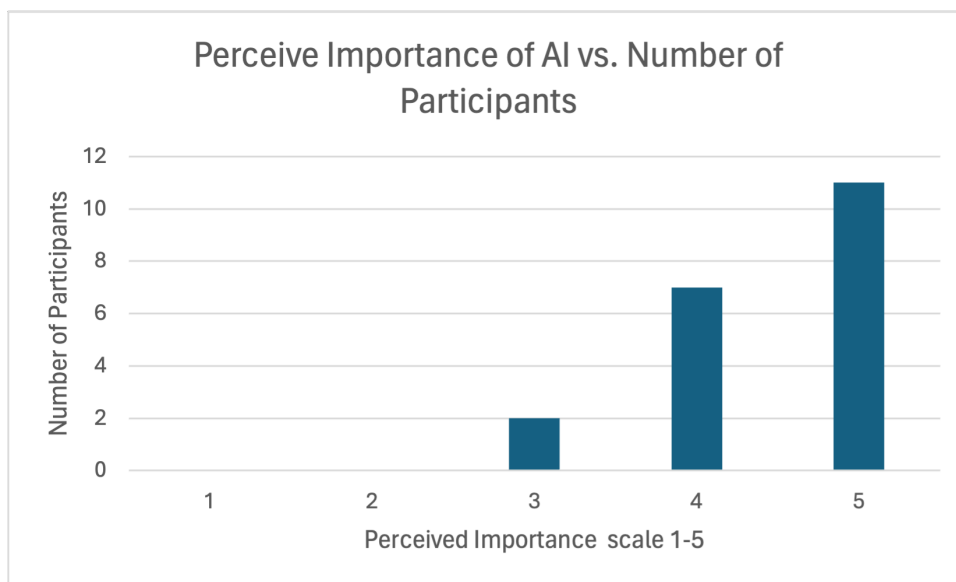
Furthermore, lack of security and privacy are concerns associated with AI technologies. Participants mention how the technology has been used already to scam vulnerable individuals. What was meant by this was the older generation that still can't comprehend the use of AI. For instance, participant 2 comments on the generation of fake audio or videos also known as deepfakes. In the same way, participant 6 highlights that AI has been used for scams. She states *"Sometimes they take it to change their voice, to steal, to profit and all that."* Regarding the privacy concerns participants mention that they feel observed by their phone. For example participant 17 *"they know how to reach your attention, through your heart and thoughts and necessities of the moment."* To highlight the severity of much information AI obtains participant 20 states *"they can screw your life, they can steal your identity."* The (Table 2) summarizes the advantages and disadvantages discussed by participants regarding AI.

Table 2*Advantages vs. Disadvantages Summarized*

Advantages	Disadvantages
Optimize time	Reduction of employment
Optimize Costs	Technology dependency
Increased efficiency	Loss of critical thinking skills
Human progress	Isolation
Healthcare with precision	Lack of security and privacy
Access to equal opportunities	

4.2.2 Importance

Regarding importance participants shared similar views, they all mentioned how AI is gonna be an unavoidable technology in the future, and that is best to break the knowledge gap now. For instance, participants claim that from the little they know about technology, it has the potential to transform society. Many interviewees highlight the importance of understanding the tool then one can use it to its advantage and continue evolving skills. To emphasize this importance the researcher asked the interviewees to rate it from 1 to 5 where 5 is highly important. The (Figure 5) below allows you to visualize the scores.

Figure 5*Perceived Knowledge*

4.3 Information & Media

To understand the media's role in participants' perception of AI, insights about participants' exposure to media and information were explored. The level of participation or engagement with information was divided into 5 categories.

First, *no participation or ignoring information*, where the participants had no interest in looking for information and when exposed to it in their social media they skipped it. When asked about their level of engagement with information it was surprising to find out that a big portion of participants do not like to engage with news sources anymore. For example 19 claims *"I don't read the traditional information sources, I am a little allergic to news media."* In the same way participant 15 mentions *"I don't see the news, they don't catch my attention... if I do I get depressed."* When asked a follow-up question to understand further the comments of participants it mentioned that is because of the context they live in. Ecuador is currently dealing with multiple cases of corruption and insecurity hence, the news upset them. However, when talking about IA in specific a few participants showed disinterest because of a lack of trust in the technology. For example, participant 11 mentions *"I saw news articles about AI but it didn't catch my attention,*

because I think I have a barrier always thinking that the intelligence computers create can lead to a serious problem"

The second category is *listened or seen*, meaning if participants have ever listened or seen about the technology on media coverage. In this particular case, participants mention the sources they commonly see information about AI and the frequency they encounter information published. According to a large number of participants, information about AI is commonly distributed on social media such as Instagram or TikTok and international media coverage. However, when trying to think about AI news on national media coverage they claim is not given. For example participant 1 states *"In Ecuador no, personally I haven't heard anything...in other countries yes."* Others, also mention that the information they have received is based on casual conversations with younger individuals. To illustrate this participant 12 comments *"I hear my children and the rest of young people only talk about this, they know it by heart, while we don't."* For context participant 12 is part of the Gen X group. Lastly, a few participants mentioned that movies are the sources where they heard and saw topics regarding AI, movies such as The Terminator and Wargames were mentioned. Overall, participants who receive AI information still believe that the information shared is limited. For instance, participants comment that to get involved with AI technologies media has to share more frequently and with quality information.

The third category is when *participants expressed a desire to investigate further about AI*. For example, participant 2 claims *"I like to investigate and especially about AI."* Commonly the desire gets sparked by the surroundings and individuals the participants interact with daily. To illustrate this, participant 4 mentions that he first read about ChatGPT when it first came out and then their friends and family talked about it, so that incentive him to look into more information. In the same way participant 7 comments *"it was because of the information that reaches you, then you get curious to search for it, and yes you stay."* On the contrary, a few participants mentioned how they preferred to search for information about AI rather than receiving it. The reasoning behind this claim was that if you search for yourself, it generates trust. Overall, interviewees agreed that information is out there and it is each individual's responsibility to search for it and

evaluate the information.

An interesting finding about participants who have engaged in searching for information about AI is that they have done so in international media coverage. They do so because they believe that those sources are more up-to-date and that they are better at understanding the technology. To illustrate this participant 6 comments *"International news, not national news, because here, here in my country, I don't think anything is completely believable anymore, so I do look for things from abroad e.g. foreign sources..."*

Building on previous levels, the highest levels of engagement considered are categories four and five. Category four refers to *participation in workshops or classes about AI*. The highest level of engagement is when participants are *subscribed to pages*. The page's sole purpose is to share information about AI. Both levels of engagement will be discussed together as they have a common denominator. The participants who claimed to have achieved this level of engagement had backgrounds that fostered AI information. For example, participant 17 whose background is in education and media has been present in workshops related to AI technologies. In her particular case, they explored AI technology in relation to the progress of education. She states *"we have to absolutely take a course of ChatGPT, so we can kind of understand it and be up to date when our students talk about the topic... we can talk the same language."* Consequently, participant 2 whose background lies in the field of IT, being part of workshops and educational classes about AI was necessary for his curriculum. Furthermore, he enjoys the topic therefore he is subscribed to sources and pages about AI. He mentions that he follows blogs and YouTubers.

4.3.1 Framing

Information presented is often framed in a certain way, in other words, details are emphasized or minimized to make it simple for a single point to come across. Participant 1 emphasized that Ecuadorian media does this by mentioning that news sources modify information to get a higher ranking. In the same way, participant 5 mentions *"I feel that the news and the media will always tell you what you want to hear."*

Participants discussed their observations about the type of information they received

regarding AI and how they perceive it. On one hand, participants categorize information they encounter framed under a threatening tone. For example participant 14 claims *"they are just trying to scare you more, that is a technology that worries all..."* On the other hand, participants mentioned how they are just trying to sell the idea that AI is incredible and fascinating. To illustrate this participant 10 states *"they glorify it a lot, e.g. a company created in 3 min with AI knowledge and now is already valued at 15 million dollars' this is the glorification of doing things easy and fast which a connotation to do things effortlessly."*

Additionally, a large amount of participants noticed a change in how information about AI is presented. They claimed that the content published moved away from fear and now facilitates how AI is being used in daily life.

4.3.2 Suggestion for better information

When asked participants whether they receive enough information about AI through communication mediums and media coverage majority claimed no. Participants see the potential of the technology, however the media is not guiding the audience to understand it further. To illustrate this, participant 10 states *"no, not at all, I believe that is such a relevant topic for humanity, we should be inundated with information about it, we should all know more about everything that it offers."* These participants provided suggestions about what type of information they desired and how to better distribute it.

On the contrary, participant 11 was the only one who answered yes. His reasoning behind this was that he is not currently interacting with the technology hence, the information available is sufficient and no recommendations were given.

Regarding the type of information participants would like to receive, a large portion mentioned they would prefer more informative reports. Participants described this further and stated that what they would want the media to cover is information about the capabilities of AI, and how to interact with AI. Overall media creating and providing some guidance. Emphasizing this, participant 20 mentions media needs to be more transparent about the uses, benefits, and consequences of AI. She comments that if you do transparent media coverage it would be easier

for society to break the barrier and lose its fear towards AI technologies.

Related to the distribution of the information, participants mention it needs to be friendly and clear. Additionally, it was frequently discussed that the communication of AI technologies should start at a young age throughout the school years. Participant 4 suggests that the information cannot be given all at once, since then it would overwhelm the individual. Moreover, he introduces the idea of a segment for only technological advances to be added to news sources. Similarly, participants mentioned the need for a monthly newsletter or pages dedicated to the topic, in which the information about new tools and advances are presented concisely.

Participant 11 revealed a very fascinating finding, he comments that information needs to be divided by age *"my needs are not the same needs as someone younger than me."* This division can allow for personalized learning which allows all to familiarize themselves with the topic according to their needs at that moment. In a similar way, participants 19 and 3 mention the importance of dividing information based on content. Participant 3 claims *"[AI industry] is responsible for the big role to make information more comprehensive, accessible and digestible for all population"* The distribution of such information needs to be on all types of content; short, long, written, visual then the individual can choose their prefer way to engage with the information. It is important to highlight that participants emphasize that information needs to be informative and frequent however not frequent enough that it feels annoying and resistance towards information starts.

4.4 Trust

This section presents the findings of the study regarding participants' trust on two levels. First, trust in information and media, second, trust in AI.

4.4.1 Trust in Media

This research specifically explores trust in information and media to better understand how participants evaluate and engage with information.

A consensus among participants revealed a lack of trust in media and information in Ecuador. Some participants mentioned that they prefer to obtain information from international

sources. Others claimed that they do not trust the traditional sources of communication anymore and others like participant 11 claim *"I don't anymore, I don't trust anything."*

The participants were asked the reasons behind their answers, and a majority of participants commented that a large portion of the information shared is fake or manipulated. On that topic, participant 17, whose background is in teaching, shared that she investigated fake news in an Ecuadorian context. She found out that information shared among friends is more likely to be trusted, even though the sender likely did not verify the source before sharing. Participant 1 highlights the problem by stating, *"I prefer to see it rather than told because if not I feel we are playing telephone where information gets modified every time it is told"*. Similarly, participant 12 describes social media sharing. He states, *"to be honest majority of times that I receive information, I don't read them...they are not trustworthy."*

Furthermore, participants mention that media coverage quality is not up to standard, leading them to question their credibility. Many commented on the manipulation of information and fake news distribution, and others commented on the subjective reporting. For instance, participant 11 remarked *"there is too much trash information, They [the media] don't pay attention to the quality of it, so I label it as bad information."* Moreover, the lack of credibility stems from participant witnesses of media mistakes. Few participants mention that local news sources, typically regarded as credible, sometimes shared unverified information in the rush to be the first to report and gain news. To exemplify this participant 10 states, *"there has been lots of topics that get published and 2 hours later they get corrected...they [media] make mistakes as they are not experts on the topic"*

The prevalence of unverified information and mistakes due to rushing to publish create public distrust. Likewise, participants shared that they distrust media as they believe that there is a lack of knowledge and expertise by journalists. Similarly to what participant 10 mentions, other participants claimed that journalists are in charge of the investigation however they are not experts on all topics. Given the continuous distrust in information sources, how Ecuadorians attempt to get reliable information was inquired.

Participants mention different strategies they utilize to increase their trust in information. On one hand, regarding social media information, many participants first mention that they prefer information from Twitter over other platforms as they believe it is the most credible. Additionally, according to some participants number of followers, and the background of the account play a role in their level of trust in the information shared. For instance, they mention that a loyal community tends to call out the creator of the post if the information shared is wrong. Likewise, the creator's background is relevant. To illustrate this participant 2 states, *"usually in YouTubers if they had worked on the field of technology or that area then I believe what they state."*

On the other hand, regarding trust in traditional media sources, such as news articles or TV. Few participants commented that they were likely to trust them if the information shared showcased the two sides of the story. On the contrary, other participants mentioned that to trust traditional media they need to corroborate sources and encourage everyone to adopt this practice. Participant 7 even states *"I believe that the responsibility of the veracity of information ultimately lies with each individual."*

Lastly, participants mention that few tactics they utilize to increase their trust in information. For instance, it was mentioned they prefer to search directly and look for who they consider to be an expert on the topic. Participant 3 mentioned *"I search because then I have the opportunity to choose the source from where I will receive the information from..."* Similarly, participant 19 mentions how she utilizes sources that are certified or sources that she already has previously engaged with. Moreover, few participants mentioned they searched international sources to trust information. To illustrate this participant 18 describes how in Spain there is a news space dedicated to technology, and experts share their views there. Furthermore, she emphasizes a lack of trust in local news sources as she states *"there is not much interest here [Ecuador] regarding AI."*

4.4.2 Trust in AI

In addition to trust in media, is also crucial to investigate participants' trust in AI technologies. The interviews revealed that participants have different types of trust regarding AI

technologies, regarding tasks vs. decisions.

Some participants based their trust in AI regarding its task's effectiveness. They mention that AI technologies are not fully trained yet; hence, they display trust for some simple tasks but not for complex ones. Additionally, they claim that AI still needs a lot of development therefore it should still be perceived as technology on trial and error. To illustrate this participant 1 states "*I don't believe they are 100% trustworthy because until now they have always been a flaw...*"

One interesting finding was even though participants are aware of AI flaws, they trust the information provided by ChatGPT when they have previous knowledge of the topic. Some participants commented how they would not trust AI for new information as it can be erroneous. However, when it is regarding information about a topic with which they are familiar, trust increases. Interviewees shared that the reason behind that is that they can be critical of the information provided.

Alternatively, other participants mention their level of trust in AI based on how much they trust to make decisions without human supervision. In this case, participants were more nuanced, some stated AI systems are already capable of making decisions without human oversight. Conversely, others state that AI lacks emotional intelligence capabilities to make unsupervised decisions. Moreover, participant 18 mentions that she trusts applied AI if a human who is an expert on the topic is revising the results. To illustrate this participant 6 mentions how she distrusts AI without human oversight. She states, "*it can go off the rails and start doing crazy things.*" Participant 11 elaborates on this by commenting on how AI can't replicate human decisions as it will lack empathy and emotions. Those factors help humans consider human unpredictability and make ethical decisions.

Furthermore, it was emphasized by some participants a few factors that may influence trust in AI technologies. For example, participants commented that lack of education may enhance distrust. Particularly it was mentioned that knowledge and ignorance may impact trust levels. To exemplify this, Participant 3 states "*something that you don't know, that you don't understand, the first thing that generates you is distrust.*". Likewise, the public may assume AI

technologies may have a hidden objective or the belief that AI can surpass human beings as the superior species. Another factor that may influence trust in AI is age. Participant 12 mentions "*I do feel a barrier when it comes to technology, I think more in older adults as they are afraid of advancements and more than anything distrust.*"

4.5 Adoption & Acceptance

To understand participants' acceptance of AI technologies the UTAUT2 framework constructs were taken into account. Throughout the analysis, the constructs were identified within participants' responses explaining their intention to use AI. While Ecuadorians generally accepted AI technologies based on UTAUT2 constructs, demographic characteristics like age, gender, and experience played a moderating role in their acceptance. To make it easier to identify participants 1-10 are categorized as Gen Y while participants 11-20 are categorized as Gen X.

In terms of *performance expectancy*, all 20 participants found the technologies useful. However, perceptions of utility differed across generations. Gen Y emphasized the usefulness of AI for their mundane tasks whereas Gen X participants highlighted the broader use and for societal advantages.

When asked interviewees about their ease of navigating AI technologies both, Gen Y and Gen X participants, emphasized that the technology is easy to navigate. In other words, the *effort expectancy* is high however many mentioned that there is a learning curve to overcome. To illustrate this participant 7 mentions, that even though it is not easy at first, it is important to set time apart and learn about them. Participant 19, Gen X, mentions, "*to familiarize yourself with AI is difficult, but the idea is that is super intuitive and easy once you lose the fear.*" This sentiment was highly portrayed in the Gen X group. Many of the Gen X participants mentioned the need for classes or tutorials to overcome the intimidation of AI technologies. Moreover, the level of experience did act as a moderating factor regarding effort expectancy. Participant 2, whose background is in IT, has no difficulty navigating the topic or AI tools.

When asked participants what encouraged them to start their journey in adopting AI tools, gender plays a moderating role. *social influence* affected more females than men in regards to

adopting AI technologies. During the interviews, female participants mentioned the concept of missing out. Many feared not understanding conversations in their surroundings, therefore they investigated AI because it was popular. To illustrate this participant 20 mentions "*if my friends tell me something about AI, makes me perceive them more knowledgeable, so then I will look up what they talk about, I don't want to feel stupid because I don't know what they're talking about.*" On the contrary, male participants commented that in their surrounding they encounter two types of people, the one that understands AI and others that are lost in regards to AI. Additionally, they claim to start adopting certain tools after they determine their usefulness, rather than when others mention it to them. For instance, participant 3 claims "*my approach for AI is more about identifying my own path, to see what applications I should have.*"

While gender plays a significant role in *social influence*, it is also noteworthy that all participants claim the younger generation is the source of knowledge regarding AI technologies. For instance, participant 8 emphasizes age as a moderating factor in adopting technology. She recognizes that older generations normally are more hesitant to adopt innovations while younger generations are more open and eager to experience them. This point was emphasized when participant 17 states that if you know about AI you will "*you will be able to talk the same languages as the youth of today [Gen Z].*"

The construct of *hedonic motivation* was not identified throughout the analysis. Participants elaborated on the usefulness of AI technologies when intertwined in their daily routines, however, using the technology for fun was not commented on.

On the contrary, *habit* was a factor that influenced AI technology's adoption. To exemplify on one hand, participant 3 mentions how AI can learn from your routines and that your experience becomes more personalized long term. On the other hand, a few participants mentioned the difficulty of introducing new tools to their lives, even if they would enhance their own experience. For example, participant 10 states, "*it is difficult to involve or include these new tools in your life when you already do things a certain way.*" Similarly, participant 9 commented that individuals are used to their own traditional path, so new technologies can interfere with that.

Moreover, some participants mention how Ecuadorians lack integration with AI as many fear change and the unknown, overall they prefer to avoid the technology. To illustrate this participant participant 17 states *"It is perhaps because people are more conservative in our country, it is very difficult for them to embrace the changes. They are very afraid of technology."* Both groups, Gen X and Gen Y, described that they feel too old to integrate AI into their daily routines and change their way of working. Nevertheless, it was highlighted that some more knowledge shared by younger generations could foster the integration in years to come.

This study did not reference a specific AI technology when inquiring about adoption and acceptance. Nonetheless, *price* of AI technologies was independently identified as a significant factor by male participants. The study revealed that one out of the 10 female participants mentioned cost to an extent. She commented she would not pay for a technology like ChatGPT. On the contrary, 7 male participants mention costs as an important factor. For instance, participant 5 states *"we trust on new tools when no money is involved."* Similarly, it was noted that male participants reflected if they could find the same product for free before purchasing a product.

Lastly, participants identified several *facilitating conditions* for the implementation of AI technologies in Ecuador. The availability of technical support, training resources, the appropriate infrastructure, and regulation can significantly affect individuals' willingness to adopt a technology. During the interviews, participants expressed concerns about the lack of preparedness among Ecuadorian citizens to interact with AI technologies. The concerns centered on three key aspects regulation, infrastructure, and education. All three variables were equally approached across groups.

First, a perceived absence of regulation to implement the responsible use and development of AI. According to a few participants regulations regarding AI need to be established fast, as it can be a tool used for good or for evil. Participant 11 mentions, *" we have to know, what limit to implement. Artificial Intelligence cannot be self-teaching because that is an infinite path."* Moreover, participant 15 describes the need for a global entity regulating this technology. He emphasizes that a country's government cannot regulate such a global technology as bias would

be encountered.

Second, interviews revealed differing perspectives on Ecuador's infrastructure. Some participants shared that they often feel that Ecuador is lagging in technological advancements. For instance participant 5 comments *"Things that worked 10 years ago in the United States, work here [Ecuador], here we live behind."* In a similar way, participants commented that Ecuador lacks resources, hence internet access and socioeconomic level significantly hinder AI implementation. To illustrate this participant 12 states, *"I believe, speaking of the mass of the Ecuadorian population, there are very few of us who have access to technology and these few who have access are not all trained for this."* Overall highlights Ecuador's digital divide and accessibility problem. Alternatively, other participants felt that nowadays the majority of Ecuadorians have access to technology. For instance, participant 11 shared *"Unlike many other third world countries, I believe that Ecuador has a facility where we can all have a computer where we can interact with artificial intelligence...I think smartphones make it much easier now. You see people on the street who walk with one shoe on one leg and another on the other because they can't afford to have both shoes the same, yet they have a better phone than some."*

The Third and last key aspect is education, participants mentioned that there is a lack of educational initiatives regarding AI technologies. For example, participant 1 states *"currently I don't see it here in Ecuador, no, I don't feel it with much impact because there isn't much knowledge."* Participants emphasized that education is key to coping with such complex technologies. Participant 6 stressed that there should be a platform where they explain what you need to do, tutorials about the credibility of information, and highlight that AI can make mistakes. Furthermore, participant 17 mentions how media coverage regarding the education of AI is limited as they might have very little amount of journalists who are trained and up to date with the technology. Hence, educational initiatives need to be for everyone. Then one can learn how to control, identify, and use it to its advantage.

4.5.1 Recommendations to implement AI in Ecuador

Although participants commented on the challenges Ecuador faces in implementing AI technologies, they also highlighted the potential if implemented correctly. For example, participant 1 states *"Ecuadorians are trend followers...if they bring something with artificial intelligence, believe me, it's going to be a boom..."* During the interviews participants offered recommendations to exploit the potential. For instance, participants mention how the media can implement a segment dedicated to technology and science. This way AI can be known and the media can provide some guidance to its citizens. Likewise, participant 2 mentioned that having more information regarding new AI innovations will foster curiosity and learning of them.

To foster information participants mention the need for a strategic division of educational resources. To illustrate this, participants first describe the current issue that older adults establish more barriers regarding new technologies. Therefore, educational campaigns should be targeted differently per age group. By differing information per generation, education can be targeted to each identified need. Participant 12 describes the division as follows; younger generations are already familiar with AI, hence, education should just foster curiosity. For older generations, it should guide them to adopt technologies by reducing the distrust and fear generated by the unknown.

Second, participant 7 commented on a strategy of dividing resources and information regarding demographic factors such as education level. She states that in Ecuador the individuals that have access to AI technologies belong to a higher strata. Therefore the education resources should be distributed according to the current knowledge and foster an equivalent knowledge level as a long-term goal.

Third, participant 13 emphasizes that the Ecuadorian government should allocate resources to provide internet signals as public policy. Participant 2 adds to this by stating with a stable internet connection AI can even educate individuals on a personalized style bridging the educational gap Ecuador encounters. Lastly, participant 9 recommends the government create regulations and educational initiatives to foster curiosity toward technology. The more curiosity is generated the more skills, talent, and understanding of its capabilities will be generated.

A few participants commented on the type of education that is important to put into effect. Starting with English classes, since currently the innovations are from international countries. Additionally, classes regarding ways to identify AI-generated content and credibility evaluation of them. Furthermore, classes that teach critical thinking skills with the use of AI to individuals' advantage.

5 Discussion

This paper explored the relationship between media coverage and public understanding and awareness, perception, and acceptance of AI technologies. In this section, the connections between findings and existing literature are emphasized. Moreover, the practical and theoretical implications are presented, highlighting the potential areas for future research.

The study utilizes a qualitative approach, with AI technologies' continuous evolution it is crucial to understand how the media hype may influence the public adoption of AI technologies. Qualitative research allows in-depth exploration of participants' interaction with AI and helps understand the complex factors that may influence their AI acceptance.

5.1 Awareness, Understanding and Perceptions of AI

Regarding awareness of AI technologies participants state that they have briefly heard the term artificial intelligence prior to the interview. Participants mentioned that they have encountered information about AI on their social media, casual conversations, and sometimes movies, although they have not actively searched for information about the topic themselves. According to Cools et al. (2022), this occurs as media coverage about AI will remain prominent as the technology keeps affecting society. Nevertheless, participants indicated that their level of understanding of AI is low. They understand the purpose of AI's creation nonetheless, they mention that they do not understand the precise way of how AI works, and its capabilities. These results align with Hick and Ziefle (2022), whose Western findings suggest a lack of understanding of how AI operates yet can comprehend the aim of the technology.

Initially, the majority of participants commented that they have limited interaction with AI technologies. However, this perception shifted after viewing the explanatory video, after many recognized they frequently interact with AI technologies unknowingly. This realization underscores the ignorance regarding AI applications and the invisibility of the technology. Venkatesh (2021) points out, that the general issue about AI is that the user has limited visibility to the underlying algorithm. The release of ChatGPT made the AI technology more visible to the general public, attracting millions of users in the first week (Schäfer, 2023). However, previous

technologies that utilize AI software are not recognized.

Moreover, the participants mentioned that the media coverage they have been exposed to has been glorifying AI benefits, nonetheless, in the past, it emphasized the dangers of AI. According to Cools et al. (2022), news media chooses between dichotomous frames utopian vs. dystopian. The participants were aware of the drawbacks associated with the technology, nevertheless, claimed that they perceived the technology benefits outweighed the risks. Bao et al. (2022), argues this occurs when individuals associate technology with scientific progress. Moreover, Castelfranchi et al. (2013) state that on average individuals who have limited information on the topic are more likely to showcase a positive point of view.

Additionally, participants criticized the lack of informative media reports on AI. According to Nguyen and Hekman (2022) there is an ongoing assumption that the role of media is to synthesize experts' views and share them with the general public. Furthermore, Kelly et al. (2023), states that a lack of consensus exists when defining AI technology at academic, governmental, and community level. This gap is prevalent in Latin America as participants comment they do not understand AI capabilities. This deficiency is worsened by the lack of technical skills and training on adopting new AI technologies present in Latin American news sources (Soto-Sanfiel et al., 2022). Ecuadorian journalists' have limited knowledge of the topics, which hinders their ability to provide the sought coverage. Hence, there is an urgent need for education on the matter.

5.1.1 Trust and Acceptance

This study examined the possibility of enhancing the UTAUT2 framework which focuses on individuals' acceptance of technology. This study explored trust as a moderating factor and media coverage as antecedents of the framework. Throughout the study, the concepts of trust, media coverage, and acceptance were revealed to be intertwined and played a significant role in participants' use of AI technologies.

This study, first revealed that participants lack trust in media outlets which leads to the assumption that information about AI is insufficient. During the interviews, participants

commented on a gap in expertise surrounding the topic of AI. Many mention that there is a lack of knowledge at all levels of society, for instance, journalists, companies, and the general public. This aligns with Soto-Sanfiel et al. (2022), who claim that despite evident AI growth, in Latin America guidance and technical skills are lacking. Furthermore, the authors claim that the lack of resources and the digital divide are factors that influence access to AI information. In the same way, participants from the study described that Ecuador has a scarcity of facilitating conditions for the technology. Participants mentioned infrastructure, regulation, and education as key aspects that impede AI information and implementation in Ecuador.

Regarding trust in AI technologies itself, two types of trust were identified by participants' responses. Similarly to Choung et al. (2022), participants distinguished trust into two categories, functionality trust and human-like trust. This study revealed that participants' trust levels shifted when commenting on whether the AI task was trustworthy vs. when they were evaluating if they would trust AI to make a decision without human supervision. Overall, moderating its intention to use a technology.

Likewise, a fascinating finding is that despite the widespread use of the technology fear still interferes and remains a problem with adoption. Cabrera-Sánchez et al. (2021) comments that unless a technology reaches mainstream its adoption will remain low. Moreover, they claim that the higher the fear of technology, the higher the influence it has to manipulate their perception and use of it. Throughout the study, few participants explained that they had not consciously accepted the technology itself due to intimidation. A lack of guidance was described and suggested to improve that to help the public reduce their fears and use the technology. Hence, the study aligns with Cabrera-Sánchez et al. (2021) and Ho and Cheung (2024) studies as they both revealed trust moderates technology acceptance.

Additionally, Ho and Cheung (2024) states that news media is significant where the awareness and understanding of technology is low as it offers the only source of information for the members of the public. During this study, participants kept mentioning the lack of information, guidance, and initiative available to foster the technology. Additionally, participants

recommend the addition of education on innovations in news media to foster interest in AI technologies. Hence, adding media coverage as antecedent awareness, understanding, perception, and overall to the UTAUT2 framework will be valuable. The results showcase that UTAUT2 factors are relevant when accepting new technologies. Lastly, this paper suggests that acceptance is influenced by prior antecedents such as awareness, understanding, and acceptance. Therefore, to foster interest and introduce AI government initiatives to the Ecuadorian public through media coverage it can enhance trust and shape public opinions to increase intention of use.

5.2 Theoretical and Practical implications

This study contributes to the field of science communication by researching AI in a non-western context. According to Schäfer (2023), given the importance and exponential global growth of generative AI, its exploration is crucial. Moreover, this study's results addressed future research recommendations of the Western context literature. For instance, Roe and Perkins (2023) stated that in order to fully understand the implications of media frames one needs to explore how they interact with the audience and their attitudes about AI. Additionally, Roe and Perkins (2023) and Zhai et al. (2020) stated the need for explorations into the role of media coverage in shaping public discourse, understanding, and acceptance of AI in new contexts. Similarly, Chuan et al. (2019) highlighted the gap of individuals' perceptions of AI.

This thesis combine and bridged these gaps to provide a panoramic view of AI across cultures. This research adds to the body of literature how does the public understanding media coverage. Although plenty of literature explore media coverage, there was limited research on how the media is perceived and understood by the public and how they engage with it. Additionally, it highlights the perceptions particularly the benefits and risks hence, adds to research potential use and misuse of the technology varies throughout cultures and to be critically assessed. Furthermore, this study contributes to the understanding of the Unified Theory of Acceptance and Use of Technology model. This thesis extended the model to include trust as a moderator and news media coverage as an antecedent. Additionally, the integration of media coverage or exposure into the model provides a clearer understanding of how it can shape

individuals' awareness, understanding, and perceptions of new technologies.

Regarding the practical implications of the study, this research provides valuable insights into the context. Ecuador is seen as behind on technology use by its citizens, therefore this research can provide insights to media professionals, educators, and government officials regarding what the public is looking for in the future. Participants throughout the study suggested public conversation would benefit from experts and trained journalists. Additionally, participants enhance the the type of information they would like to see such as informative reports, targeted information by age and guidance of new AI tools available. Furthermore, this research commented on how media companies should access the educational content, for example short videos versus articles, overall to enhance education among all levels of society. Moreover, this paper results suggested initiatives to be implemented to incentivize the desire to learn about technology and increase local skills. For instance, if Ecuadorian media implements transparent reporting about the new capabilities of AI it can foster trust in the technology. Overall, bridging the existing knowledge gap and ultimately supporting a responsible adoption of technologies by the Ecuadorian society.

5.3 Limitations and Future research

There are some limitations to be considered in this study approach. This study explored Ecuadorian's opinion regarding trust on media coverage, this options may be altered by the current Ecuadorian instability. Another limitation is that participants from the study were chosen based on convenience sampling of the researcher's network therefore, the sample characteristics may not fully represent the entire population of Ecuador, and there may be socioeconomic statuses that were not explored during the research. Future studies should consider random sampling method. Additionally, future studies should test the enhanced UTAUT2 model through a quantitative method, in that case, the results can be generalized to the population.

While this study focused on media coverage of AI specifically participants' exposure to media, it would be interesting for future research to investigate the media coverage particularly of social media through a longitudinal content analysis. This way the frames of the media can be

explored and compared to the public perceptions.

Lastly, as there were so many recommendations regarding desired information and implementation of education of AI in Ecuador future research can explore the effectiveness of educational interventions to improve the awareness, understanding, and perceptions of AI.

6 Conclusion

This study is the first step in exploring AI in Ecuador, a commonly ignored research context. The study summarizes the role of media and their interaction with the awareness and understanding levels, perceptions, trust, and overall acceptance of AI innovations. This thesis shows that despite the technological divide and lag present in the country, the residents see AI in a positive light and as an opportunity for societal progress. Overall, the results of this thesis portrayed that participants have an awareness of the term AI however understanding remains low. The participants emphasized that media has a role in awareness, understanding, and acceptance of new technologies. Moreover, they highlight that trust in the technologies can be fostered with further information on the topic. Therefore, organizations and media providers should focus on implementing educational materials and ensuring media is transparent and honest. The daily use of these technologies still depends on positive public perceptions, high understanding, and acceptance. Therefore, this study by interviewing the general public was able to emphasize that Ecuadorian residents foresee a lot of potential in AI and foster a correct implementation in the country.

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Appendix A

Artificial Intelligence Statement

Disclosure on the use of AI: During the preparation of this work the author, used Grammarly, for the grammar and spelling of the report, English is the author's second language. Additionally, the author utilized ChatGPT to obtain information on the structure of the thesis sections, as well as for synonyms and academic transition words. Microsoft Teams was used for interview transcription. Google Translate, was used by the author to translate relevant quotes for the results sections, when the translation was not done properly the author utilized Gemini to compare and later revise to provide the most accurate translation without removing any underscore meaning. Lastly, Consensus was utilized to find relevant Spanish and Latin American academic articles. After using this tool the author reviewed and edited the content as needed and takes full responsibility for the content of the work.

Appendix B
Interview Protocol

Interview topic list

Introducción

+ - 5 min	Bienvenida	Hola mi nombre es Martina y yo te entrevistaré el día de hoy. Primero que nada, gracias por aceptar ser parte de esta investigación que tomará alrededor de 40 min.
	Descripción del estudio	Esta investigación es parte de mi proyecto de graduación de la universidad. Yo estoy interesada en explorar el conocimiento, percepciones y la aceptación de los ecuatorianos hacia la inteligencia artificial. También examino como la comprensión de esta tecnología se ve influenciada por los medios de comunicación. Los hallazgos de este estudio ayudarán a tener una comprensión más completa de IA en otro contexto. Las métricas que obtengamos serán beneficiosas para el desarrollo tecnológico del país y podrán ser tomadas en cuenta para los siguientes pasos. ¿Preguntas?
	Formulario de consentimiento	https://forms.gle/mcrCte692TJmXWz79 Acabo de pegar un enlace en el chat de la llamada, podrías por favor llenar el cuestionario de consentimiento, es una formalidad que me informa a mí que estas participando de forma voluntaria y que me das permiso para grabar esta llamada para luego transcribir la conversación en cual tus datos serán anonimizados.
	Preocupaciones de los Participantes	Yo he estado hablando por mucho tiempo, entonces antes de continuar con la entrevista quería saber si tienes alguna preocupación o pregunta respecto al estudio. ¿Algo necesita estar más claro? Adicionalmente te recuerdo que tú puedes parar la entrevista a cualquier punto sin explicaciones, gracias otra vez por participar.

Entrevista

+ - 3 min	Ahora empezaré con las preguntas de la entrevista, empezando con unos datos demográficos sobre ti		
	Tema	Pregunta Principal	Sub-preguntas
	Datos demográficos	<ul style="list-style-type: none"> • ¿Qué edad tienes? • ¿Qué genero te identificas? 	n.a.

		<ul style="list-style-type: none"> • ¿Cuál es el nivel educativo más alto alcanzado? • ¿Cuál es tu ocupación actual? 	
+ - 10 min	Ahora empezaré con las preguntas relacionadas más el estudio es decir sobre la inteligencia artificial.		
	Nivel de Conocimiento de IA Y Experiencias	<ul style="list-style-type: none"> • ¿Podrías contarme un poco sobre tu experiencia previa con la tecnología y como la has aplicado en tu vida diaria? • ¿Puedes darme ejemplos en donde puedes encontrar la inteligencia artificial? • ¿Puedes por favor describir lo que significa inteligencia artificial para ti? • ¿Me podrías contar sobre tus experiencias con aplicaciones o servicios que utilizan IA? • Del 1 al 5, ¿qué número te consideras en términos de tu nivel de conocimiento sobre IA en comparación con otros? 	<ul style="list-style-type: none"> • ¿Qué tan familiarizado estas con la inteligencia artificial? Puedes expandir un poco • ¿Qué fue lo que más te llamo la atención de esa experiencia? • ¿Por qué?, ¿Con quién te estas comparando, podrías describir sus características?
+ - 2 min	<p>Antes de continuar con la entrevista tengo un video corto que explica IA de manera básica este video ayudara para las siguientes preguntas .</p> <p>Video: https://www.youtube.com/watch?v=8lMldrlWOOQ</p> <p>¿Tienes alguna pregunta sobre el video?</p>		

<p>+ - 10min</p>	<p>La IA está presente en varias áreas que afectan nuestra vida cotidiana. Es por eso que estoy interesada en conocer tu opinión en el tema.</p> <p>Las siguientes preguntas serán sobre tus percepciones de la IA</p>		
	<p>Percepciones de IA</p>	<ul style="list-style-type: none"> • ¿Cómo describirías tu percepción sobre las tecnologías de inteligencia artificial en general? Positivas, negativas o neutrales. ¿Por qué, pudieras compartir un ejemplo que muestre tu punto de vista? • ¿Podrías compartir cuáles son las razones por la que utilizas o no utilizas la inteligencia artificial? • ¿Del 1-5 que tan importante te parece la inteligencia artificial? • ¿Qué tan interesante te parece IA? ¿Qué aspectos encuentras interesantes o fascinantes y por qué? • ¿Cuáles son tus visiones o expectativas entre la interacción entre humano y la IA? 	<ul style="list-style-type: none"> • ¿Cuándo piensas en IA, como percibes su impacto en la sociedad actualmente vs en el futuro?
<p>+ - 15 min</p>	<p>Ahora mis siguientes preguntas son sobre tus experiencias con la información sobre IA</p>		
	<p>Cobertura Mediática</p>	<ul style="list-style-type: none"> • ¿Podrías contarme si has oído o visto información de la inteligencia artificial en algún momento? 	<ul style="list-style-type: none"> • ¿En qué fuentes, (¿noticias, redes sociales, conversaciones casuales?)

		<ul style="list-style-type: none"> • ¿Con que frecuencia te encuentras con noticias sobre inteligencia artificial en los medios de comunicación? • ¿Alguna vez has buscado información sobre IA? Puedes compartir como sueles buscar información • ¿Sientes que los medios de comunicación te están ofreciendo suficiente información sobre esta tecnología? ¿Por qué? • ¿Has notado algún cambio en la forma que tus fuentes de información comunican sobre la inteligencia artificial a lo largo del tiempo? 	<ul style="list-style-type: none"> • ¿Qué tipo de información sueles encontrar? • ¿hay algún aspecto de la cobertura mediática sobre IA que te llama la atención? • ¿Como quisieras recibir mayor información ? • ¿Qué diferencias o tendencias?
+ - 10min	Además de entender tus experiencias con la información de IA. También quiero saber sobre tu nivel de confianza. Sobre esto serán nuestras siguientes preguntas		
	Confianza	<ul style="list-style-type: none"> • ¿En qué fuente confías más y en qué situaciones (Por ejemplo: amigos, familiares, colegas gobierno, científicos, u otros medios oficiales) 	<ul style="list-style-type: none"> • ¿Y más específico sobre inteligencia artificial?

		<ul style="list-style-type: none"> • ¿Del 1-5 que tan confiables consideras las fuentes de información que utilizas para aprender sobre tecnología? • ¿Cuánta confianza tienes en la inteligencia artificial, que factores influyen esta confianza? • ¿Desde tu punto de vista la inteligencia artificial tiene la capacidad de realizar tareas y tomar decisiones sin supervisión humana? ¿Por qué? • Confías que los sistemas de inteligencia artificial operan en tu mejor interés, considerando el contexto del Ecuador y la información proporcionada por los medios? ¿Por qué? 	<ul style="list-style-type: none"> • ¿Qué aspectos consideras para determinar si una fuente es confiable o no? • • Si no confías, estarías de acuerdo que el gobierno implemente y regule estos sistemas para garantizar que operen en beneficio de los derechos y valores locales.
+ - 7 min	Como IA es una tecnología que está en nuestras vidas para quedarse, es importante que nosotros también entendamos y aceptemos la tecnología.		
	Aceptación	<ul style="list-style-type: none"> • ¿Basándote en tu experiencia y nivel de conocimiento que tan útiles crees que son las tecnologías de inteligencia artificial en tu vida? ¿Puedes compartir algunas maneras? • ¿Qué tan fácil o difícil se te hace entender el tema de IA? 	<ul style="list-style-type: none"> • ¿En qué áreas de tu vida cotidiana las usarías ?

		<ul style="list-style-type: none"> • ¿Qué tan importante crees que es la opinión de tus amigos, familiares sobre la IA en tu propia percepción de ella? • ¿Hasta qué punto consideras que el Ecuador está preparado para esta innovación? • ¿Has recomendado la IA a alguien? puedes contarme que le dijiste a esta persona. 	<ul style="list-style-type: none"> • ¿Qué le hace falta para llegar al nivel necesario?
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Conclusión

+- 3 min	Comentarios finales	Estas fueron mis preguntas, ¿hay algo que desees añadir sobre el tema?
	Agradecimiento	Gracias nuevamente por participar, he aprendido un montón de tu información.
	Resultados del estudio y preguntas	<p>¿Te interesaría que te enviara los resultados del estudio?</p> <p>¿Tienes alguna pregunta?, Si tienes alguna pregunta en los próximos días no dudes en contactarme.</p> <p>Gracias por participar que tengas un buen día.</p>

Appendix C

First contact message contact with participants.



¡Hola! Espero que te encuentres bien.

Mi nombre es Martina Ivich Jijón.

Soy estudiante de Ciencia de la comunicación en la Universidad de Twente en Países Bajos.

Estoy realizando un estudio de investigación que es parte de mi tesis de graduación. Yo estoy interesada en explorar el conocimiento, percepciones y la aceptación de los ecuatorianos hacia la inteligencia Artificial. También examino cómo la comprensión de esta tecnología se ve influenciada por los medios de comunicación. Bajo la supervisión de la Dr. Anne M. Dijkstra. Los hallazgos de este estudio ayudarán a tener una comprensión más completa de IA en otro contexto.

Me gustaría invitarte a participar en una entrevista que aportará al desarrollo de mi tesis.

La entrevista será totalmente confidencial.

De acuerdo con cuánto tiempo nos quedemos conversando nos tomará unos **30 minutos o una hora**

¡Tu participación será de gran ayuda!

Les envío el enlace para que ustedes mismos agenden su mejor horario.

<https://calendar.app.google/HJ9vxuYpimdmJbdL8>

Appendix D

Consent form

<https://forms.gle/mcrCte692TJmXWz79>

**Formulario de Consentimiento:
Investigando sobre la impresión de la
Inteligencia Artificial**

Este es el proyecto de graduación de mi carrera en Ciencia de la Comunicación, que se lleva a cabo bajo la supervisión de la dr. Anne M. Dijkstra, de la Universidad de Twente.

El estudio tiene como propósito explorar el nivel de conocimiento, las perspectivas y la aceptación de los residentes ecuatorianos hacia la inteligencia artificial.

Antes de empezar con la entrevista necesito que llene el siguiente formulario, donde usted me da su consentimiento para participar en el estudio.

m.ivichijon@student.utwente.nl [Switch account](#)

Not shared

[Next](#) [Clear form](#)

This form was created inside of University of Twente. [Report Abuse](#)

Google Forms

Instrucciones: Por favor, complete este formulario marcando las casillas correspondientes y proporcionando la información solicitada

Participación en el estudio *

	Si	No
He leído y comprendo la información del estudio. He tenido la oportunidad de hacer preguntas y mis preguntas han sido respondidas satisfactoriamente.	<input type="radio"/>	<input type="radio"/>
Entiendo que participar en este estudio implica responder preguntas de la entrevista que se centran en la inteligencia artificial.	<input type="radio"/>	<input type="radio"/>
Entiendo que será grabado en audio/video por el propósito de transcribir la entrevista. Las transcripciones serán anónimas.	<input type="radio"/>	<input type="radio"/>
Consiento voluntariamente en ser participante de este estudio y entiendo que puedo negarme a responder preguntas, que puedo retirarme del estudio en cualquier momento, sin necesidad de dar una razón.	<input type="radio"/>	<input type="radio"/>


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docs.google.com

Uso de la información en el estudio *

	Sí	No
Entiendo que la información que proporcioné se utilizará para un proyecto universitario, y que será guardada seguramente de acuerdo con las leyes de la Unión Europea	<input type="radio"/>	<input type="radio"/>
Acepto a que mi información puede ser citada en los resultados de la investigación de forma anónima.	<input type="radio"/>	<input type="radio"/>
Entiendo que los resultados de esta investigación podrían ser publicados, y que todos los datos personales serán mantenidos anónimos, y ninguna información será identificable como mía.	<input type="radio"/>	<input type="radio"/>

Aceptación y firma digital
Al marcar la casilla "Sí" a continuación, usted acepta y firma electrónicamente este formulario de consentimiento:



Mac OS dock with various application icons.

Appendix E
Codebook

Explicaciones de los códigos

Categorías	Código	Subcódigo	Descripción	Ejemplo
1. Datos Demográficos	1.1 Edad		El participante menciona la edad que tiene	“54” “Tengo 36 años”
	1.2 Género		El Género que se identifica el participante	“Masculino” “Hombre” “Mujer”
	1.3 Nivel Educativo		El participante menciona el nivel educativo más alto alcanzado	“Universitario” “Superior” “Secundaria”
	1.4 Ocupación		Información sobre la profesión o trabajo del participante	“Actualmente soy emprendedor” “Por el momento ama de casa”
2. Nivel de conocimiento y experiencias	2.1 Interacción con tecnología		Comentarios de los participantes sobre su uso de tecnología en general	“reuniones online” “utilizo la computadora” “el móvil es parte de mi día a día”
	2.2 Interacción con IA		Descripción de como los participantes usan, visto inteligencia artificial en su vida	“No todavía no lo he hecho” “ Ya la veníamos usando sin un conocimiento de que realmente era”
	2.3 Conocimiento Percibido del participante	2.3.1 Alto 2.3.2Medio 2.3.3 Bajo	Si participantes mencionan algo relacionado al nivel de conocimiento sobre la inteligencia artificial. Si dieron un número para representar su conocimiento 4 & 5= Alto 3 = Medio 1 & 2 = Bajo	“Yo no lo aplicado en mi vida personal, tengo poco conocimiento” “creo que un 3” “deberíamos tener un poquito de mayor conocimiento, de que con ejemplos de aquí ejemplos ya comienzan a traer

				cosas con inteligencia artificial.”
	2.4 Percepción del conocimiento nacional de IA		Cuando el participante menciona su impresión del nivel de conocimiento del país	“Actualmente no lo veo con aquí en el Ecuador no lo no lo siento con mucho impacto porque no hay mucho conocimiento, pero el ecuatoriano en sí es muy novedoso.”
	2.5 Ejemplos de IA		El participante menciona, reconoce donde encontrar esta tecnología	“Siri” “Chat GPT” “Escuchado de robots que mandan al final del día”
	2.6 Definición		Participante describe lo que significa IA desde su punto de vista	“maquinas pueden analizar el entorno y llegar a algún objetivo” “Son herramientas para ayudar al ser humano” “Conjunto de varias tecnologías, sistema de todo”
3. Percepción IA	3.1 Actitudes	3.1.1 Positiva 3.1.2 Negativa 3.1.3 Neutral	Como el participante describe sus sentimientos sobre IA en general. Positiva, Negativa o Neutral,	“neutro puede haber cosas positivas como negativas” “ Positiva , porque todo significa desarrollo del mundo” “Entonces fue algo novedoso, pero igual, siempre atrás de la tecnología está el humano.”

	3.2 Comparación de percepción temporal	3.2.1 Actualidad 3.2.2 Futuro	Aquí el participante menciona su opinión sobre la IA en la actualidad vs en el futuro.	<p>“Vamos a estar más dependientes de las empresas de IA, como ahora tenemos en Office o Google”</p> <p>“Espero que podamos ya utilizarlo en beneficio a todos igual”</p> <p>“actual, quizás menos, porque todavía la gente común y corriente no está involucrada en esto”</p>
	3.3 Ventajas		Aspectos o cualidades positivas o beneficios que son asociados con la inteligencia artificial por los participantes	<p>“ ahorro de tiempo increíble”</p> <p>“poder entender a todos”</p> <p>“traducir a tiempo real”</p>
	3.4 Desventajas		Aspectos o cualidades negativas o riesgos asociados con la IA por los participantes	<p>“generará bastante desempleo”</p> <p>“carreras comprometidas”</p> <p>“riesgos de perder pensamiento crítico”</p> <p>“Pero también me pongo a pensar en que a la persona, que hacía eso ya la despidieron, porque está haciendo el robot.</p> <p>“</p>
	3.5 Importancia	3.5.1 Alta 3.5.2 Media	Grado de importancia	“ 5 , el que no va a estar conectado con

		3.5.3 Baja	asignado por los participantes a la IA	esto en los próximos años ósea, olvídate” “4 porque siempre estamos evolucionando”
	3.6 Comparación con otras tecnologías		Participante menciona tecnologías pasadas de forma que compara con IA.	“El Office que en principio no costaba y después ahora te toca pagar la licencia”
	3.7 Potencial de IA en el Ecuador		Cuando los participantes opinan sus expectativas sobre la implementación de IA en el Ecuador	“Créeme que va a ser el boom” “creo que en el Ecuador es algo que empieza y que hay mucha oportunidad”
4. Cobertura Mediática	4.1 Nivel de Participación	4.1.1 No participa/ Ignora información 4.1.2 Escuchado o visto 4.1.3 Deseo o interés de buscar 4.1.4 Suscripciones a páginas 4.1.5 Participación en talleres	El grado de involucramiento del participante con la información sobre IA. <ul style="list-style-type: none"> • No participa o le ignora a la información • Escuchado o visto información • deseo o interés de buscar información • Suscripciones a páginas • Participado en talleres o clases 	“yo debería indagar más, tener mayor conocimiento de esto, porque imagínate nosotros ahora con la tecnología siempre vamos evolucionando” “Y si es que uno quiere ahondar, hay un montón de material, también.” “de como clases de programación o de la inteligencia artificial, pero como no tratan tan avanzada como ahora, entonces solo era reconocimiento de

		<p>Y las razones detrás de su participación</p> <p>También si se menciona sobre que es la responsabilidad de uno mismo buscar información</p>	<p>que sé yo de un gato o un perro.</p> <p>no más entonces, pero ya era inteligencia artificial, entonces eso es sí desde ese año.”</p>
4.2 Fuentes		<p>El participante menciona una fuente donde ha visto, escuchado u obtiene información sobre IA</p>	<p>“Youtube”</p> <p>“redes sociales”</p>
4.3 Frecuencia de información		<p>Aquí el participante describe con qué , frecuencia se encuentra con información de IA. O cantidad de información</p>	<p>“es rara vez”</p> <p>“cuando yo busco cierta información me aparece”</p> <p>“Creo que en el 2022 ya fue el boom”</p> <p>“no he visto que alguien esté hablando del tema de que ahora se mueve mucho.”</p>
4.5 Enmarcado de información (Framing)		<p>Se refiere cómo la información esta presentada, que ángulo se muestra el tema</p> <p>Los participantes categorizan la información que reciben sobre la inteligencia artificial</p>	<p>“normalmente es marketing digital, es decir , sabes que nosotros te podemos ayudar ...”</p> <p>"Ponte a veces las noticias, ahora que es para tener más ranking, para tener más vistas, a veces</p>

			Y sus ejemplos	<p>de ellos incluso se inventan la información, aumentan la información para que tú puedas creer y generar más vistas.”</p> <p>“No, no, porque prefieren la farándula. Antes que danos algo de tecnología.”</p>
	4.6 Sugerencias para recibir más información de IA	<p>4.6.1 Sugerencias</p> <p>4.6.2 Información deseada</p>	Recomendaciones por los participantes de cómo se podría mejorar la difusión de información sobre IA y también de que tipo de información desean recibir sobre IA	<p>“alguna fuente de información más concreta, alguien que sepa como guiarnos”</p> <p>“deberían inculcarnos más de siempre en conocimientos de esta parte de tecnología, a la final nos sirve para evolucionar”</p> <p>“los avances de cómo está evolucionando y en que ramas”</p>
5. Confianza	5.1 Confianza en la información o medios		Grado de confianza de los participantes en la información proporcionada por los medios	<p>“Yo prefiero verlo antes de que me cuenten”</p> <p>“me dan algún reportaje o algo, no creo al 100% de todo lo que veo”</p>
	5.2 Factores que determinan confianza de información		Elementos o procesos que los participantes utilizan para confiar en	“que tan confiable es, cuantos seguidores tiene”

			fuentes de información.	“un poco trato de asesorarme con gente que yo considero que es experta o que maneja bien el tema”
	5.3 Confianza en la IA	5.3.1 Human like trust 5.3.2 Functionality trust	Grado de confianza que los participantes tienen en la IA. También Comentarios sobre sí la intervención humana para el uso efectivo de IA es necesario O sobre si confían que es 100% confiable con información	“un 4 porque es algo que va a cambiar muchas maneras de ver las cosas, pero como te digo siempre va a haber algo negativo” “ellos no se van a poder mover sin la supervisión de una persona humana” “ahorita todavía no está bien entrenada, te pase para algunas funciones básicas, obvio que sí, pero hay algunas funciones un poquito más complejas, ya no hay, entonces eso es” “pero como te digo, siempre Hay que tener el criterio, no depender solo de la inteligencia artificial porque hay algunas personas que tengo compañeros, igual que dependen bastante de inteligencia artificial, pero ya no tienen su criterio, como que todo depende de lo que dice la inteligencia.”

6. Aceptación (UTUAT)	6.1 Expectativa de rendimiento		Beneficios percibidos por el participante al utilizar la tecnología	“Están muy útiles, yo creo que son serían buenas aquí en el Ecuador.”
	6.2 Facilidad de uso		La facilidad o dificultad de usar la inteligencia artificial	“Se me haría fácil, pero ya teniendo el conocimiento adecuado”
	6.3 Influencia Social		Como opiniones y comportamientos de otras personas influyen en la percepción de la IA	“otras personas son como que, si está de moda la inteligencia artificial, entonces yo también me pongo de moda y yo también escucho yo”
	6.4 Condiciones facilitadoras	6.4.1 Infraestructura 6.4.2 Educación 6.4.3 Regulación	Conjunto de factores que hacen que sea más fácil la adopción de la IA , O falta de estas cosas que ayudan y por eso estamos atrasados Puede ser Infraestructura, educación , inversión , y regulación	“Es que sí, en otros países ya hay un montón de cosas Y aquí en Ecuador ya llega cuando ya en otros países ya está desactualizado” “
	6.5 Motivación Hedónica		Este código se refiere si los participantes perciben la IA como placentera o divertida	

	6.6 Precio		Participantes mencionan el valor de la inteligencia artificial , también analizan si los beneficios de IA supera el costo. Si estuviesen dispuestos a pagar un valor por la tecnología	“debe ser algo super costoso tener algo con inteligencia artificial.”
	6.7 Hábito		Comportamiento adquirido , repetición de acciones. También puede ser difíciles de cambiar	“uno ya está acostumbrado a hacerlo uno mismo YY no sé cómo que es difícil involucrar esto, o sea, incluir estas nuevas herramientas en tu vida cuando ya haces las cosas de cierta manera.”
7. Misceláneos	7.1 Mención de Contexto		Participantes se refieren a contextos específicos en parte de su respuesta. Ecuador, internacional , local	“Yo creo que verás cuando ya en el en el extranjero sí hay te hablan bastante del tema”
	7.2 Mención de características		Descripción o comentarios sobre características que pueden alterar la percepción sobre IA	“depende del TARGET, también de las personas que tú les hagas la entrevista para tener este tipo de conocimiento, porque no todo El Mundo está familiarizado con eso.” “mi hijo mayor, porque el sí, anda. El a la vanguardia de que equipos nuevos hay

				que cámaras hay en. Mami, hay este nuevo software, mami, esto, o sea, él sí le llama la atención todo eso y tiene 23 años”
	7.3 Recomendaciones para implementar IA en Ecuador		El participante menciona lo que es necesario para implementar IA en el Ecuador	“Lo que pasa es que el tema de tecnología creo que va de la mano con un tema económico también. ¿Entonces sería como destinar mayores fondos? Eh Estatales a incorporar temas de tecnología en colegios en universidades. Eh, que no sé qué allá que haya más conciencia también de a nivel privado, veo que que hay muchísimo a nivel empresarial, las empresas sí están a La Vanguardia.”