EXECUTIVE SUMMARY

This research evaluates whether AI interviewers can match human interviewers in conducting one-on-one interviews, focusing on interviewees' cognitive and emotional responses and willingness to disclose information.

- **Study design and topic:** The study used a randomised controlled trial comparing AI and human interviewers on the topic of fast fashion perceptions and justifications. AI interviewers used text-to-speech for questions, while human interviewers followed AI-generated scripts to maintain consistency. Interviews lasted about 16 minutes and were conducted face-to-face.
- **Participant details:** Sixty English-proficient Curtin University students and staff participated, with 28 in human-moderated and 32 in AI-moderated interviews.
- **Measurement tools:** Facial expressions and skin conductance were recorded to capture emotional responses. Self-report surveys assessed sense of connection, interviewer's trustworthiness, willingness to disclose, awkwardness, ability to disclose effectively, and overall interviewer evaluation.
- **Self-reported experience outcomes:** Participants felt a significantly stronger sense of connection and gave higher overall evaluations to human interviewers compared to AI interviewers. However, both modes were rated similarly on trustworthiness, positive experience, willingness to disclose, awkwardness, and ability to answer questions effectively.
- **Emotional responses:** Interviewees showed significantly higher joy and engagement when interviewed by humans versus AI. No significant differences were found in negative emotions such as anger, contempt, confusion, or stress, suggesting AI interviews do not increase participant discomfort.
- **Predictors of willingness to disclose:** Multiple regression analysis identified sense of trustworthiness and positive experience as significant predictors of willingness to disclose information. This suggests that, when trust and positive experience increase, so does disclosure and, as such, Ai interviewers perform no differently than human interviewers in eliciting disclosure.
- **Implications:** While human interviewers foster greater connection and positive emotional engagement, AI interviewers perform comparably in eliciting disclosure and do not increase negative emotional responses, indicating potential for practical use without emotional cost to participants.

ARE AI INTERVIEWERS AS EFFECTIVE AS HUMAN INTERVIEWERS?

Authors:

Patrick Duong (Research Fellow and Lecturer | School of Management and Marketing & Research Fellow | Consumer Research Lab | Curtin University)

Billy Sung (Professor of Consumer Psychology and Neuroscience | School of Management and Marketing & Founding Director | Consumer Research Lab | Curtin University)

RESEARCH OVERVIEW

Recent advances in generative AI have made it feasible for AI systems (both text-based chatbots and voice assistants) to conduct qualitative interviews. AI-moderated interviews (AIMIs) represent a new generation of qualitative research technology, allowing automated yet adaptive conversational interviews at scale and across languages. Their promise lies in eliminating moderator variability, reducing cost, and enabling thousands of qualitative interviews to be run in parallel. Despite these advantages, a central question remains:
Can AIMIs replicate the effectiveness of human interviewers in eliciting disclosure and meaningful responses?
This study evaluates whether AI interviewers can perform as effectively as human interviewers in one-on-one in-depth interviews by measuring respondents physical reactions (through biometrics) towards interviewer type (AI vs human).

Prior research suggests AI-led interviews can yield disclosures and data quality comparable to human-led interviews under certain conditions (Wuttke et al., 2025). For example, participants in a clinical interview disclosed more information and felt less judged when they believed their virtual interviewer was an autonomous AI rather than a human operator (Gratch et al., 2014). However, face-to-face interviews historically produce stronger *rapport* than text-based chats (due to non-verbal cues), even if the information obtained can be equally detailed. This experiment builds on these findings to systematically compare AI vs human interviewers to determine whether an AI interviewer can achieve equivalent interview performance to a human interviewer. Performance is defined in terms of:

- Emotional reactions, engagement and stress aroused by the interviewer (whether AI or human) measured through objective indicators of physical reactions (facial expression, heart rate and skin conductance).
- Respondents' willingness to share information and interview experience – the level of rapport, trust, and comfort the participant feels.

The AI interviewer tool adopted in this research was supplied by Glaut Inc. Glaut is a vertical AI-native platform for customer research providing "AIMIs" (AI-moderated voice interviews) in more than 50 languages. This research is conducted to validate AIMIs capabilities in matching human abilities in conducting one-on-one interviews. The key question is whether interviewees respond (cognitively and emotionally) to AIMIs in the same way as they do to a human interviewer.

Facial expression analysis is a widely recognised technique for identifying and categorising individuals' facial movements based on Ekman and Friesen's Facial Action Coding System (FACS; 1978). It has become a standard approach in advertising research because it provides a reliable, objective way to capture viewers' emotional reactions to advertisements in real time. FACS are often used to systematically document and interpret 46 observable facial actions (Ekman & Friesen, 1978). These action units correspond to specific facial movements linked to fundamental emotional expressions (e.g., happiness, sadness, anger, surprise, fear, disgust, and neutrality). For example, cheek raising and lip-corner pulling are action units associated with happiness (Harrigan et al., 2008). In a recent analysis of 3.8 million facial frames from participants watching advertisements, Preston and Page (2025) found that facial action units (e.g., lip curling) consistently predict emotional responses across participants regardless of ethnicity. Recent advances in machine learning have led to automated tools like FaceReader (N. I. Technology, 2007), FACET (iMotions, 2013), and Affectiva Affdex (iMotions, 2015). Affectiva Affdex, the tool used in this study to measure facial expressions, uses deep learning to detect faces in video frames and then builds a computer-generated face model (Zafeiriou et al., 2015).

RESEARCH METHODOLOGY

Experimental Design

The study used a randomised controlled trial (RCT) with a factorial between-subjects design. Participants were randomly assigned to one of two conditions, where the interviewer type varies by AI vs Human:

- AI Interviewer: Participant engaged in a spoken conversation with an AI interviewer (the AI's questions are delivered via text-to-speech (text appeared on the screen while the AI read out loud the questions); the participant responds orally.
- Human Interviewer: Participant engaged in a live interview with a human interviewer (the traditional face-to-face or video call interview format). However, the interviewer will strictly follow the questions prompted by the AI Interviewer (the GLAUT platform is enabled to capture respondents' answers and provide follow-up questions).

With this design, all questions and follow-ups are generated by the AI, holding the interview content (i.e., question quality/quantity) and procedure constant across the two conditions. Differently from traditional human-led interviewing (where moderators freely follow a guideline without sticking to a precise set of pre-predefined and pre-ordered questions in a *fully unstructured* interviewing process), AIMIs proceed with a set of key pre-defined and pre-ordered questions that will be asked with 100% probability. Each question is then followed by answer-specific follow ups which dive deeper into the respondents answer and thus vary between each respondent in terms of number and content (*semi-structured* interviewing process). This semi-structured guideline is therefore held constant in the two experimental groups to allow for comparability of the interviewing medium (AI vs human) without yielding questions'content or order confounds (see the full questionnaire with key items and follow up prompts detailed in Appendix A).

Interview topic

To make the conversation realistic and potentially sensitive, all interviews focused on: *"How people think and feel about fast fashion (including 'sustainable' lines) and how they justify their behaviour despite the industry's negative impacts.*

Procedure

The interviews were conducted face-to-face at the Consumer Research Lab (Curtin University, Perth). After the study information briefing and consent, participants were randomly assigned to either an AI or a human interviewer (see figure 1 and figure 2). . During the interview, two biometric measures have been collected:

- Facial expression for emotional responses, captured through camera recording.
- Skin conductance (measured by Electrodermal Activity or EDA) and heart rate (measured by Photoplethysmography or PPG), captured by wearable devices for stress and engagement.

After the interview concluded, participants were asked to report their experience and to evaluate the interviewer. Self-reported measurements include: (1) sense of connection, (2) perceived trustworthiness, (3) favourable/ positive experience, (4) sense of awkwardness, (5) ability to disclose effectively, (6) willingness to disclose, (7) willingness to recommend and (8) overall evaluation of the interviewer (composite score for: Evaluating the mechanics of the interaction & Evaluating the interviewer) (refer to appendix B for all scales).

Figure 1: AI-moderated experiment set -up (respondent self-engaging with AI moderated prompts)

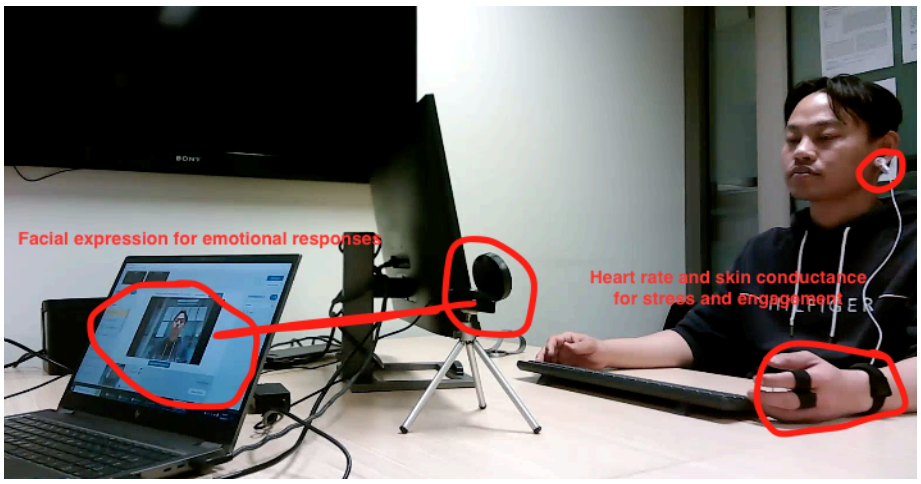
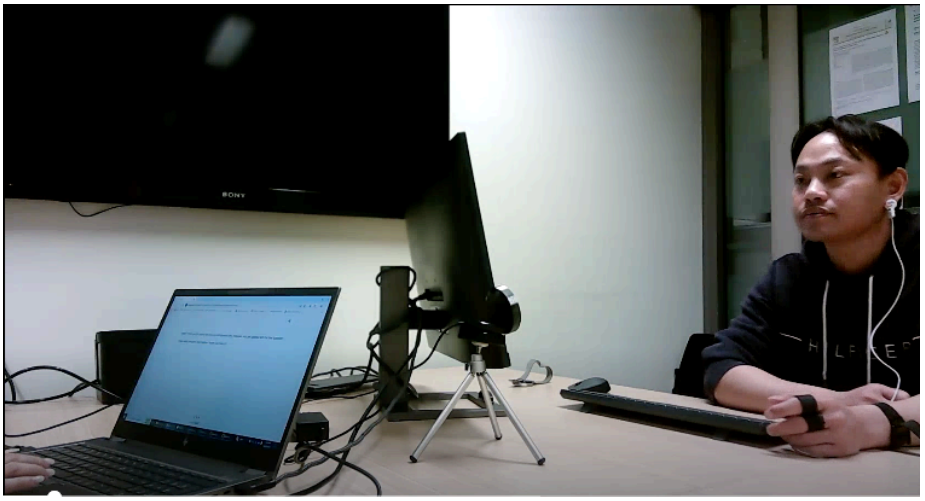


Figure 2: Human-moderated experiment set-up (human moderator reading the AI generated prompts)



Sample

We recruited 60 English-proficient respondents (Curtin University students and staff). In total, we acquired 28 human-moderated interviews and 32 AI-moderated interviews. Each interview session lasted approximately 16 minutes (on average).

DATA ANALYSIS AND RESULTS

Self reported interview experience: AI vs. Human Interviewers' Effectiveness.

A series of independent t-tests was conducted to examine whether there was a significant difference in interviewees' experience and evaluation of the interviewers across the two conditions (AI vs. Human interviewers).

Table 1. *Omnibus means of self-reported outcomes by interview mode (p-values from two-tailed t-tests; * indicates a statistically significant difference at p < .05; n.s. = not significant)*

Measure	Human (Mean ± SD)	AI (Mean ± SD)	t (58)	p-value	Interpretation
Sense of connection	5.83 ± .90	4.64 ± 1.43	3.772	< .001 ***	Human interviewers perform better
Perceived trustworthiness	5.77 ± .97	5.41 ± 1.15	1.275	.21 (n.s.)	No differences
Positive experience	5.91 ± .68	5.73 ± .66	1.033	.31 (n.s.)	No differences
Recommendation for future interview	6.36 ± .1.062	6.19 ± .86	1.684	.49 (n.s.)	No differences
Willingness to disclose information	5.76 ± .71	5.54 ± .80	1.123	.27 (n.s.)	No differences
Sense of awkwardness	3.22 ± .79	3.43 ± .97	-.926	.29 (n.s.)	No differences
Ability to disclose effectively	5.67 ± .91	5.45 ± .91	.932	.20 (n.s.)	No differences
Overall evaluation	6.45 ± .49	5.96 ± .73	3.052	.003 **	Human interviewers perform better

Referring to Table 1, participants reported a significantly stronger sense of connection with the human interviewer (M = 5.83) than with the AI interviewer (M = 4.64; t(58) = 3.772, p < .001). This means the human interviewer scored about 26% higher on sense of connection than the AI interviewer. Participants also reported a significantly more positive overall evaluation of the human interviewer (M = 6.45) than with the AI interviewer (M = 5.96; t(58) = 3.052, p = .003). This means the human interviewer scored about 8% higher on overall evaluation than the AI interviewer.

While human presence clearly helps to build a sense of connection with interviewees and heightens their overall evaluation of the human interviewer, the AI interviewer matched the human interviewer on several important dimensions. Referring to Table 1, interviewees reported a similarly positive experience, a sense of awkwardness, the ability to answer questions effectively, and a sense of trustworthiness in both AI and human interviews. More importantly, interviewees indicated a similar level of willingness to disclose information in both conditions.

Biometrics measurement: Interviewees' Emotional Responses toward AI vs. Human Interviewer

Facial expressions: The entire interview was tracked and monitored with Affectiva Affdex to measure facial expression. Through facial expressions we can obtain indication of the presence or absence, in a specific time frame of, 8 specific emotions: contempt, disgust, fear, sadness, confusion, surprise, joy. The tool assigns each emotion a score from 0 (0%) to 1 (100%), where 0 indicates the emotion is not present and 1 indicates it is fully present at that moment. Because people can show more than one emotion at once, the scores do not need to add up to 1.

Skin conductance (or electrodermal activity):

Skin conductance, also referred to as electrodermal activity (EDA), measures changes in sweat gland activity that reflect variations in physiological arousal and stress in respondents. These changes are typically imperceptible to individuals and, with contemporary analytical approaches, can be distinguished from thermoregulatory sweating or conscious sensations of being hot or sweaty."EDA increases when people experience stress, nervousness, cognitive load, surprise, emotional intensity (positive or negative). Higher EDA values indicate higher arousal, higher stress level, but not necessarily with a positive or negative valence, it could either mean excitement or anxiety , according to context. Measured in microsiemens, in psychophysiology values between **0.5–1.0 µS** indicate a very calm, low arousal state, values between **1.0–3.0 µS** indicate normal, moderate arousal state and **3.0+ µS** mean elevated arousal, sometimes stress state.

Heart rate: Photoplethysmography (PPG) is a light-based method to detect blood volume changes. Higher heart rate increases when someone becomes more attentive, emotionally stimulated, cognitively activated, excited or interested. In interview research, moderate HR increases are commonly interpreted as "engagement", especially when EDA (skin conductance) also increases, or self-report measures confirm involvement, or emotional valence indicators (e.g., facial expressions) support positive activation. **Average heart rate (beats per minute)** calculated from PPG, represent **overall physiological arousal** during the

interview. In seated, conversational settings, one can read values between **60–70 bpm** as indicating relaxed, neutral state, values between **70–85 bpm** as indicating *moderate physiological activation and values of* **85+ bpm** indicating high arousal states.

To examine whether there was a significant difference in interviewees' emotional responses between the two interview modes (AI vs. Human interviewers), a series of independent t-tests was conducted. Referring to Table 2, interviewees exhibited significantly greater joy (M = 18.43) when interviewed by a human than by an AI (M = 6.24; t(58) = 2.852, p = .006), meaning interviewees experienced almost three times more joy (18.43%) with the human interviewer than with the AI (6.24%). Similarly, they also exhibited significantly **higher engagement** (M = 81.44) when interviewed by a human than by an AI (M = 74.80; t(58) = 2.637, p = .011). An average PPG-derived heart rate of 81.44 bpm indicates moderate physiological activation consistent with heightened engagement. Given the absence of increased stress markers, this reflects greater emotional involvement rather than discomfort. This means the human interviewer elicited 9% higher engagement than the AI interviewer.

Encouragingly, **we did not observe any significant differences in interviewees' negative emotional responses, such as contempt, confusion, or stress (measured by skin conductance)**, between the two interview modes (AI vs. Human interviewers). This is encouraging from a practical point of view: it suggests that using AI interviewers does not come with a hidden emotional "cost" for participants. People may feel less personal connection with an AI than with a human, but they do not feel more tense or uncomfortable

Table 2. *Omnibus means of emotional responses by interview mode (p-values from two-tailed t-tests; * indicates a statistically significant difference at p < .05; n.s. = not significant)*

Measure	Human (Mean ± SD)	AI (Mean ± SD)	t (58)	p-value	Interpretation
Anger	4.01 ± 5.95	2.42 ± 2.43	1.384	.17	No differences
Contempt	2.57 ± 7.77	1.20 ± 2.11	.954	.34	No differences
Disgust	3.44 ± 7.09	3.37 ± 5.44	.047	.96	No differences
Fear	5.73 ± 10.06	7.83 ± 8.87	-.859	.39	No differences
Sadness	2.11 ± 3.91	2.94 ± 4.06	-.806	.42	No differences
Confusion	4.78 ± 8.84	2.08 ± 3.45	1.594	.12	No differences
Surprise	9.60 ± 10.39	7.92 ± 8.81	.680	.49	No differences
Joy	18.43 ± 20.49	6.24 ± 12.02	2.852	.006**	Human interviewers perform better
Engagement (measured as beats per minute)	81.44 ± 8.23	74.80 ± 10.86	2.637	.011*	Human interviewers perform better
Stress (measured by skin conductance)	2.10 ± 1.17	3.58 ± 4.94	-1.551	.126	No differences

Identifying the predictors of willingness to disclose

Considering all results so far, we still need to find a definite answer to our primary research goal: *are AIMIs comparable to human-interviews in promoting respondents' disclosure?*

We ran a multiple regression to examine the effect of 16 predictors on willingness to disclose information. Refer to the model summary in Table 3; these factors did a good job of explaining people's willingness to share information. They accounted for about 57% of the differences in how willing people were to open up. More specifically, we found that *sense of trustworthiness* ($\beta = .25$, $p = .006$) and *positive experience* ($\beta = .44$, $p = .02$) significantly predict willingness to disclose. This means that **when trust and favour increased, people's willingness to disclose also increased** (moderately). Since trust and favour do not significantly differ in the two experimental groups, we can conclude that **AI moderation does a comparable job in promoting respondents' disclosure that human moderators.**

Surprisingly, we also observed a small effect of confusion ($\beta = .04$, $p = .05$), indicating that, in some cases, moments of confusion were associated with a slightly greater willingness to open up. Perhaps the confusion stems from interviewees actively thinking about their answers.

Table 3. *Regression Results: Factors Predicting Willingness to Disclose (p-values from regression; * indicates a statistically significant difference at $p < .05$; n.s. = not significant)*

Model Summary: $R = .75$, $R^2 = .57$ ANOVA: $F(16, 43) = 3.557$, $p < .001$					
Predictor	**Coefficients**		**t**	**p-value**	**Sig. Predictor**
	B	**Std. Error**			
Anger	-.03	.02	-1.053	.29	
Contempt	.01	.01	.692	.49	
Disgust	.002	.01	.136	.89	
Fear	-.01	.01	-.617	.54	
Sadness	-.01	.03	-.473	.64	
Confusion	.04	.02	1.978	.05*	
Surprise	-.01	.01	-.843	.40	
Joy	-.01	.01	-1.234	.22	
Engagement (measured by heart rate)	.00	.01	-.133	.89	
Stress (measured by skin conductance)	.02	.02	.953	.35	
Sense of connection	.10	.10	.949	.35	
Sense of trustworthiness	.25	.08	2.894	.006**	
Positive experience	.44	.18	2.429	.02*	
Sense of awkwardness	-.14	.13	-1.019	.31	
Ability to disclose effectively	.11	.13	.852	.40	
Overall evaluation	-.20	.23	-.895	.38	

CONCLUSION AND MANAGERIAL IMPLICATIONS

This research provides one of the first controlled, biometric comparisons of AI-moderated interviews (AIMIs) and human-moderated in-depth interviews. The results reveal a nuanced but encouraging picture for organisations considering AI-based interviewing at scale.The results suggest that human participants are more likely to develop rapport with human (vs. AI) interviewers and are more likely to express positive emotions with humans (vs. AI) interview. However, this does not affect willingness to disclose and other important metrics.

On one hand, **human interviewers continue to excel in socio-emotional domains**. Participants reported significantly higher rapport and displayed substantially more joy and engagement in facial expression and physiological measures when interacting with a human moderator. This confirms that humans naturally elicit warmer emotional connections, a strength that AI does not yet fully replicate.

On the other hand, **AIMIs demonstrated equivalent performance to humans on the dimensions that matter most for research validity and disclosure**. Participants interacting with AI showed:

- Comparable willingness to disclose personal information
- Comparable sense of trust and comfort
- Comparable ability to answer questions effectively
- No increase in negative emotions or physiological stress

Multiple regression analysis shows that **willingness to disclose is driven primarily by trust and a positive interview experience**, not rapport. Since trust and experience ratings do not differ meaningfully between conditions, **AIMIs can reliably elicit the same level of disclosure as human interviewers**. This finding is critical: it means that while AI may feel less relational, it is not less effective in generating rich, honest qualitative data.

Taken together, the results suggest that **AI-moderated interviews provide a viable, lower-cost, scalable alternative to traditional human moderation—particularly for projects prioritising disclosure, standardisation, and operational efficiency over interpersonal rapport.**

<u>What This Means for Market Researchers and Practitioners:</u>

1. Use AIMIs when the priority is scale, consistency, and depth (not human rapport).

AIMIs enable thousands of interviews in multiple languages at low cost, with consistent delivery, no moderator bias, and full replicability. When relational warmth is not essential to the research goal, AIMI is a strong choice.

2. Use human moderation when emotional connection is central to the research experience.

The incremental value of human moderators appears largely confined to interview contexts that demand intensive emotional attunement. If the interview topic requires building deep rapport (e.g., trauma, sensitive health issues, ethnographic immersion), human moderators may offer stronger emotional presence that enhances comfort and expressiveness. Further research should investigate these specific horizons and systematically test whether sensitive topics' disclosure can truly benefit from human moderation or whether other variables (like privacy perception or fear of judgment for instance) may play a role too.

3. Trust AI for disclosure: respondents are just as willing to open up.

Even though rapport was lower with AIMI, willingness to disclose did not differ. The predictors of disclosure, namely trust and positive experience, were equivalent across modes, demonstrating that AI does not inhibit honest sharing.

4. Consider hybrid research designs.

A practical approach is to leverage AIMIs for large-scale qualitative data collection, then supplement with a smaller set of human-led ethnographic or exploratory interviews when emotional nuance or interpretive depth is required.

5. Expect rapid evolution, AIMIs will continue to improve.

As voice models, emotional modelling, and real-time adaptive interviewing improve, the gap in socio-emotional connection between humans and AI is likely to shrink. Early adoption allows organisations to build experience and competitive advantage.

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APPENDIX A: FULL QUESTIONNAIRE

Key questions and follow up prompts

Q1: *What does the word "fast-fashion" make you think of?*

→ follow up prompts goal: make sure to obtain top-of-mid associations on consumers minds with the topic of "fast-fashion"

Q2: *Think about your recent fast fashion purchase. Can you elaborate on the reasons that motivated this purchase?*

→ follow up prompts goal: Make sure to obtain the reasons that mattered the most (e.g. price, brand, a need for a special occasion, else…)

Q3: *How do you think fast fashion affects people and the environment?*

→ follow up prompts goal: Use step-by-step prompts to uncover a more detailed understanding of the reply.

Q4: *How do you think what you mentioned can impact you directly?*

→ follow up prompts goal: Investigate possible influences on daily lives of the respondents

Q5: *Have you ever felt discomfort/ uncertainty/ torn when buying from fast fashion?*

if YES: *Can you recall and tell me about a time that you felt torn when buying from fast fashion?* → follow up prompts goal: Make sure the respondents describe the situation/ event.

if NO: *How did you resolve it or self-justify your purchase?* → follow up prompts goal: Encourage participants to provide real-life scenarios or anecdotal evidence that illustrate their response or viewpoints.

Q6: *What comes to mind when a fast-fashion brand markets a sustainable line?*

→ follow up prompts goal: make sure to obtain top-of-mid associations on consumers minds with the topic of " sustainable lines in fast-fashion"

Q7: *On a scale from 1 to 5 (where 1= Not at all likely, 3= not sure, 5=Completely likely), how would you rate your likelihood to continue to purchase clothes from fast-fashion (including sustainable lines) in the future?*

if score >= 4: *What is the main reason for your high propensity to keep purchasing fast-fashion items?* → follow up prompts goal: Explore the underlying reasons or motivations behind the respondent's answer

if score <= 3: *What is the main reason for your low propensity to keep purchasing fast-fashion items?*→ follow up prompts goal: Explore the underlying reasons or motivations behind the respondent's answer.

APPENDIX B: POST-INTERVIEW SURVEY

Scale	Items
Willingness to disclose DeVault, D., Artstein, R., Benn, G., Dey, T., Fast, E., Gainer, A., ... & Morency, L. P. (2014, May). SimSensei Kiosk: A virtual human interviewer for healthcare decision support. In *Proceedings of the 2014 international conference on Autonomous agents and multi-agent systems* (pp. 1061-1068).	1. I am willing to share information with the interviewer. 2. I felt comfortable sharing information with the interviewer. 3. I shared a lot of personal information with the interviewer. 4. It felt good to talk about things with the interviewer. 5. There were important things I chose not to tell the interviewer (R).
Ability to disclose effectively Von der Pütten, A. M., Krämer, N. C., Gratch, J., & Kang, S. H. (2010). "It doesn't matter what you are!" Explaining social effects of agents and interviewers. *Computers in Human Behavior*, *26*(6), 1641-1650.	1. I found it easy to answer the interviewer. 2. I found it hard to answer the interviewer (R). 3. I think I did a bad job answering the interviewer (R). 4. I had difficulty answering the interviewer (R). 5. I think I did a good job answering the interviewer. 6. Listening to the interviewer distracted me from answering the questions (R). 7. I felt that the interviewer was bored with what I was saying (R).
Sense of awkwardness in disclosing Von der Pütten, A. M., Krämer, N. C., Gratch, J., & Kang, S. H. (2010). "It doesn't matter what you are!" Explaining social effects of agents and interviewers. *Computers in Human Behavior*, *26*(6), 1641-1650.	1. I felt awkward answering the interviewer. 2. I felt uncomfortable answering the interviewer. 3. As I was answering the interviewer, I felt embarrassed. 4. I felt comfortable telling the story to the interviewer (R).
Sense of Connection Von der Pütten et al., 2010	1. I felt I had a connection with the interviewer. 2. I felt I was able to engage the interviewer with my story. 3. I think the interviewer and I established a rapport. 4. I felt that the interviewer was interested in what I was saying. 5. I felt I had no connection with the interviewer (R). 6. I think that the interviewer and I understood each other. 7. Listening to the interviewer encouraged me to continue talking.

	8. I felt I was unable to engage the interviewer with my story (R). 9. The interviewer was warm and caring. 10. Listening to the interviewer helped me focus on telling the story.
Evaluating the interviewer Von der Pütten et al., 2010	1. The interviewer was respectful to me. 2. The interaction with the interviewer was frustrating (R). 3. I was able to say everything that I wanted to say. 4. Listening to the interviewer discouraged me from continuing talking (R).
Evaluating the mechanics of the interaction DeVault et al., 2014	1. The interviewer was a good interviewer. 2. The interviewer communicated in an appropriate manner. 3. The interviewer seemed responsive to my reactions during the conversation.
Willingness to recommend DeVault et al., 2014	1. I would recommend this interviewer to other respondents doing similar market research interviews.
Favourable experience of the interview Suen, H. Y., Chen, M. Y. C., & Lu, S. H. (2019). Does the use of synchrony and artificial intelligence in video interviews affect interview ratings and applicant attitudes?. *Computers in Human Behavior*, *98*, 93-101	1. The interview was a positive experience. 2. I feel that this format of interview should be used in market research. 3. I would prefer a face-to-face interview instead of this format of interview (R) 4. I would prefer a phone interview instead of this format of interview (R) 5. This format of interview allowed me to share my opinions and experiences 6. I would hesitate to do this format of interview in the future. (R) 7. I am satisfied with this format of interview. 8. I found this format of interview difficult (R). 9. I was able to answer the questions effectively in this format of interview. 1. I feel positive about the outcome of this format of interview.
Dispositional comfort with interview (controlled variable) Salley, H. A. (2022). *New Interviewing Technologies: What do job applicants think?* (Master's thesis, Middle Tennessee State University).	1. I feel comfortable participating in an interview. 2. I feel comfortable expressing myself in an interview. 3. I feel comfortable with my face-to-face interviewing skills. 4. I feel comfortable with my phone interviewing skills. 5. I feel comfortable with my live video conference (e.g., Skype or Zoom) interviewing skills. 10. I feel comfortable in my asynchronous (recorded) video interviewing skills.
Perceived trustworthiness	1. I felt that the interviewer was trustworthy.

Kim, T. W., Jiang, L., Duhachek, A., Lee, H., & Garvey, A. (2022). Do you mind if I ask you a personal question? How AI service agents alter consumer self-disclosure. *Journal of Service Research*, *25*(4), 649-666.	2. I felt safe to share my personal information with the interviewer. 3. I had security concerns about sharing my personal information with the interviewer (R). 4. I was concerned about sharing my personal information with the interviewer (R). 5. I was concerned about my privacy, and I hesitated sharing my personal experience with the interviewer (R). 6. I was concerned that my chat history with the interviewer may remain permanently somewhere in the system (R). 6. I was concerned that my chat with the interviewer may be reviewed by someone else (R).
Control variables	1. Demographic characteristics 2. Familiarity with AI 1. Prior usage of AI