

Academic Talk Announcement

Can AI Help Reduce Prejudice?

Evaluating the Effectiveness of AI-Powered Personalized Persuasion on Support for Transgender Rights



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Abstract: Personalized interpersonal contact is a powerful method for reducing prejudice, but it has been difficult to scale due to its reliance on trained human facilitators. Artificial intelligence may offer a less costly alternative; this study tests whether such an approach can also be effective. Using OpenAI's GPT-4o, we designed a messaging intervention that engages U.S. respondents in persuasive, one-on-one dialogues grounded in their individual moral foundations. In a pre-registered experiment, these AI-mediated conversations significantly increased support for transgender rights across multiple attitudinal measures. Robustness checks, including weighting and sensitivity analyses, confirmed the reliability of these effects. However, follow-up data one week later revealed notable attenuation, suggesting that any gains may be transient without reinforcement. These findings highlight the potential of AI for immediate value-aligned attitude change—while underscoring the challenges of achieving enduring impact.

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Place: N4-1433

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