

**UNIVERSITI TEKNOLOGI MARA**

**THE MODERATING ROLE OF  
ETHICS IN THE RELATIONSHIP  
BETWEEN ARTIFICIAL  
INTELLIGENCE (AI)  
SELF-EFFICACY AND  
TRUSTWORTHINESS IN  
INFORMATION SEEKING**

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## ABSTRACT

AI is rapidly evolving technological innovation with growing applications across information environments. Numerous studies have revealed the extensive use of Artificial Intelligence (AI) in various applications, particularly in the field of information retrieval. AI plays a vital role in filtering huge amount of data and analysis by sorting and the ability to determine the distinct between of data. This study examines how ethics moderates the relationship between AI self-efficacy and trustworthiness in information seeking. The quantitative approach was adapted and adopted in order to explore the intention of the study. Stratified sampling was used by choosing respondents from postgraduate students of 5 research universities. A total of 361 responses were deemed valid and completed out of 371 respondents. The data were analysed using SPSS and SmartPLS software which found that 12 out of 18 hypotheses yielded significant results. The analysis showed that Perceived Mastery (Motivated Learning Behaviour and Learning Strategy) is significant towards (1) Assistance, i.e., Motivated Learning Behaviour, Learning Strategy, (2) Anthropomorphic Interaction, i.e., Learning Strategy, (3) Technological Skills, i.e., Motivated Learning Behaviour, and Learning Strategy. Only the factor of Social Persuasion (Sociability) is found significant towards (1) Assistance; (2) Anthropomorphic Interaction, (3) and Technological Skills. All 3 dimensions of AI Self-Efficacy (Assistance, Anthropomorphic Interaction and Technological Skills) are found significant towards Trustworthiness in Information Seeking. The moderating variable (Ethics) is found to be significant between Technology Skills and Trustworthiness in Information Seeking. The output of this study perhaps can be used by the library where they can incorporate syllabus on how students' evaluate trustworthiness in information seeking by using AI. Meanwhile, among universities, they are highly recommended to come out with acceptable AI index use in academic guideline.

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## TABLE OF CONTENTS

	<b>Page</b>
<b>CONFIRMATION BY PANEL OF EXAMINERS</b>	<b>ii</b>
<b>AUTHOR'S DECLARATION</b>	<b>iii</b>
<b>ABSTRACT</b>	<b>iv</b>
<b>ACKNOWLEDGEMENT</b>	<b>v</b>
<b>TABLE OF CONTENTS</b>	<b>vi</b>
<b>LIST OF TABLES</b>	<b>xi</b>
<b>LIST OF FIGURES</b>	<b>xiii</b>
<b>LIST OF ABBREVIATIONS</b>	<b>xv</b>
<b>CHAPTER 1 INTRODUCTION</b>	<b>1</b>
1.1 Overview	1
1.2 Background of the Study	2
1.3 Problem Statement	5
1.4 Research Questions	8
1.5 Research Objectives	8
1.6 Definition of Terms	8
1.6.1 Trustworthiness	8
1.6.2 Perceived Mastery	9
1.6.3 Motivated Learning	9
1.6.4 Learning Strategies	9
1.6.5 Social Persuasions	10
1.6.6 Sociability	10
1.6.7 Social Support	10
1.6.8 AI Self-Efficacy	10
1.6.9 Assistance	11
1.6.10 Anthropomorphic Interaction	11
1.6.11 Technological Skills	11
1.6.12 Ethics	11
1.7 Context, Scope and Limitation of the Study	12

# CHAPTER 1

## INTRODUCTION

### 1.1 Overview

The introduction of the study is explained in this chapter as shown in Table 1.1 presenting 12 sections.

Table 1.1  
Content Outline for Chapter 1

No.	Content Outline
1.1	Overview
1.2	Background of the Study
1.3	Problem Statement
1.4	Research Questions
1.5	Research Objectives
1.6	Definition of Terms
1.7	Context, Scope and Limitation of the Study
1.8	Assumption of the Research
1.9	Significance of the Research
1.10	Conclusion

This chapter is divided into 12 sections, and the content outline is presented in Table 1.1. Section 1.1 provides an overview of Chapter One, while sections 1.2, 1.3 and 1.4 cover the research background. Section 1.5 covers the problem statement of this study. Meanwhile, the research objectives and research questions are covered in sections 1.6 and 1.7. The definition of terms is covered in section 1.8. Section 1.9 focuses on the context and scope of the study. The assumption of the research is covered in section 1.10 while section 1.11 focuses on the significance and limitations of the study. Finally, section 1.12 covers the conclusion of the study.