DO YOU WANT TO BE A CYBORG? THE MODERATING EFFECT OF ETHICS ON NEURAL IMPLANT ACCEPTANCE

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Acknowledgements. This research was funded by the Spanish Ministry of Economy and Competitiveness through Research Project ECO2014-59688-R, under the Spanish National Program for Research, Development, and Innovation Oriented Toward Societal Challenges, within the context of the 2013-2016 Spanish National Scientific and Technical Research and Innovation Plan. The authors would also like to acknowledge the bridge grants for research projects awarded by the University of La Rioja (2017 call), subsidized by Banco Santander (reference: APPI17/05) and the COBEMADE research group at the University of La Rioja.

Author contributions. The three co-authors have participated in all stages of work, including the conception and design of the research, the revision of intellectual content and drafting the work.

Abstract
The development of neural implants to increase people’s memory is enabling the creation of cyborgs (human-machine hybrids) with superior capacities. This paper aims to advance new technology acceptance models by analyzing the moderating effect of ethics on an integrative Cognitive-Affective-Normative (CAN) model to understand the acceptance of brain implants to increase capacities. The model is tested on a sample of 900 individuals segmented by their ethical assessment of these insideables: ethically in favor, ethically against, or ethically indifferent. The results show that an individual’s ethical assessment of memory implants...
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