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## Praktisch

- DEADLINE: eind Oktober
- Via Qualtrics (doorsturen naar Tina+ team Laura.ai)
- DOELGROEP: High performing consulting middle management en hoger executives
- Breed =interessant (dus niet enkel consultant) makkelijk voor targeting nadien

geen focus op meldingen van werkgever richting werknemer

geen focus op legaal: assumpties zijn voldaan voor ons

Taal: engels

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TO DO: Tekst en uitleg wanneer nodig: Intro, Einde, AI gebruik...

## Codeboek

<b>Construct</b>	<b>Variable label</b>	<b>Item</b>	<b>Values</b>
	<b>SECTION Intro</b>	Text1_ExplanationResearch	/
Nummer	Nummer respondent		/
	<b>SECTION SocDemo</b>		/
Gender	Gender	What is your gender?	Male (0)- Female (1)- Non-binary (2)- Other: (3) Prefer not to say (4)
Age	Year_Of_Birth	Scrollitem	
Education	Diploma	Please select the option that best matches your education level	No diploma (1)- Primary school diploma (2)- Lower secondary education diploma (1st and 2nd grade of secondary school) (3) -Upper secondary education diploma (3rd

			grade of secondary school) (4)-Bachelor's degree, licentiate, or associate degree (5) -Master's degree or higher (6)
MaritalStatus	MaritalStatus	What is your current marital status?	Single (1)- Cohabiting (2)- Married (3)- Divorced / separated (4)- Widowed (5)- Prefer not to say (6)
Children	Children	Do you have children?	Yes (1)- No (2)
EmploymentStatus	EmploymentStatus	What is your current employment status?	Full-time (1)- Part-time (2)
EmploymentForm	EmploymentForm	Which of the following best describes your main form of employment?	Employee (1)- Freelancer (2)- Business owner (3)
EmployeeTenure		How many years have you worked for your current employer?	Less than 1 year (1)- 1–3 years (2) - 4–6 years (3)- 7–10 years (4)- More than 10 years (5)
Work position	Managing_1	In your job, do you supervise or manage other employees?	Yes/No/Not applicable
If Managing= 1=>	Managing_2	How many people do you manage or supervise?	0-10 (1) 11-20 (2) 21-30 (3) 31-40 (4) 41-50 (5) 51-60 (6) 61-70 (7) 70+ (8)
Sector	Sector	Which sector do you work in?	Finance, banking and insurance (1)-Information technology and software (2)-Consultancy (3) Healthcare and social care(4)- Education and Research (5)- Transport and logistics (6)- Legal

			services (7)- Agriculture and environment (8) -Communication and media (9)-Industry or manufacturing(10)- Public Administration or government services (11)- Other: (12)
Department	Department	Which department do you work in? (eg. HR, ...)	Finance (1)- Sales (2)-Marketing (3) -HR (4) -IT (5) - Research and Development (6)- Operations (7)- Customer service (8)- Legal (9)- Other: (10)
	<b>LauraAI Usage</b>		
		Text4_SummaryLauraAI	`
TAM	Laura_EaseOfUse	I would find this AI tool for mental health at work easy to use.	Strongly disagree (1) – Disagree (2) -Somewhat Disagree (3)– Neither agree nor disagree (4) –Somewhat Agree (5) Agree (6) – Strongly agree (7)
	Laura_Usefulness	I would find this AI tool useful to improve my mental health at work.	Strongly disagree (1) – Disagree (2) -Somewhat Disagree (3)– Neither agree nor disagree (4) –Somewhat Agree (5) Agree (6) – Strongly agree (7)
	Laura_Attitude	I feel positive towards the use of this AI tool for mental health at work.	Strongly disagree (1) – Disagree (2) -Somewhat Disagree (3)– Neither agree nor disagree (4) –Somewhat Agree (5) Agree (6) – Strongly agree (7)
	Laura_IntentionToUse	Assuming I had access to	Strongly disagree (1) –

		this AI tool at work, I intend to use it.	Disagree (2) -Somewhat Disagree (3)– Neither agree nor disagree (4) –Somewhat Agree (5) Agree (6) – Strongly agree (7)
Subjective Norms	Laura_SubjNorms	I intend to use this AI tool if my colleagues used it.	Strongly disagree (1) – Disagree (2) -Somewhat Disagree (3)– Neither agree nor disagree (4) –Somewhat Agree (5) Agree (6) – Strongly agree (7)
Features	Laura_Features_1	I would feel comfortable with the display of an organisational energy score in an employer dashboard	Strongly disagree (1) – Disagree (2) -Somewhat Disagree (3)– Neither agree nor disagree (4) –Somewhat Agree (5) Agree (6) – Strongly agree (7)
	Laura_Features_2	I would feel comfortable with the display of a burnout risk percentage in an employer dashboard, on the level of the organization	Strongly disagree (1) – Disagree (2) -Somewhat Disagree (3)– Neither agree nor disagree (4) –Somewhat Agree (5) Agree (6) – Strongly agree (7)
	Laura_Features_3	I would feel comfortable with the display of a burnout risk percentage in an employer dashboard, on the level of my department	Strongly disagree (1) – Disagree (2) -Somewhat Disagree (3)– Neither agree nor disagree (4) –Somewhat Agree (5) Agree (6) – Strongly agree (7)
	Laura_Features_4	I would feel comfortable with the display of a burnout risk percentage in an employer	Strongly disagree (1) – Disagree (2) -Somewhat Disagree (3)– Neither agree nor

		dashboard, on the level of my team (4)	disagree (4) –Somewhat Agree (5) Agree (6) – Strongly agree (7)
	Laura_Anonymity_1	I would agree that this AI tool shares anonymized trends about stress with my employer (e.g., if several employees report similar stress patterns).	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	Laura_Anonymity_2	The level of anonymity and confidentiality would influence my willingness to share mental health data with this AI tool.	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	Laura_OpenQuestion	What would be important to you in order to trust this AI tool that supports your mental health at work?	
Anonymity	Laura_Anonymity_3	How many people should the group that uses the tool include, in order to feel that the analytics are truly anonymized?	1-5 (1) 6-10 (2) 11-15 (3) 16-20 (4) 21-25 (5) 26-30 (6) 30+ (7)
AIMentalHealthTrust	AI_Trust_1	I trust that this AI tool can accurately assess my mental state.	Strongly disagree (1) – Disagree (2) -Somewhat Disagree (3)– Neither agree nor disagree (4) –Somewhat Agree (5) Agree (6) – Strongly agree (7)
	AI_Trust_2	I have confidence that this AI tool can provide high-quality and valuable advice regarding my mental health at work.	Strongly disagree (1) – Disagree (2) -Somewhat Disagree (3)– Neither agree nor disagree (4) –Somewhat Agree (5) Agree (6) – Strongly

			agree (7)
	AI_Features_Chat	When using this AI tool to talk about my mental health, I would feel comfortable communicating through chat.	Strongly disagree (1) – Disagree (2) -Somewhat Disagree (3)– Neither agree nor disagree (4) –Somewhat Agree (5) Agree (6) – Strongly agree (7)
	AI_Features_Voice	When using this AI tool to talk about my mental health, I would feel comfortable communicating by voice.	Strongly disagree (1) – Disagree (2) -Somewhat Disagree (3)– Neither agree nor disagree (4) –Somewhat Agree (5) Agree (6) – Strongly agree (7)
	<b>SECTION Well-Being</b>		
WellbeingAtWork		Happy	Not all (1) - Very Much (6)
		At ease	Not all (1) - Very Much (6)
		Anxious	Not all (1) - Very Much (6)
		Annoyed	Not all (1) - Very Much (6)
		Motivated	Not all (1) - Very Much (6)
		Calm	Not all (1) - Very Much (6)
		Tired	Not all (1) - Very Much (6)
		Bored	Not all (1) - Very Much (6)
		Gloomy	Not all (1) - Very Much (6)
		Active	Not all (1) - Very Much (6)

	<b>SECTION Employee Privacy Concerns</b>		
Collection	IPC_Collection_1	It usually bothers me when my employer asks me for personal information.	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	IPC_Collection_2	When my employer ask me for personal information, I sometimes think twice before providing it	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	IPC_Collection_3	I am concerned that my employer collects more personal information about me than necessary.	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	<b>Trust in Employer</b>		
Trust in employer	ETS_1	My needs and desires are very important to my managers.	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	ETS_2	I can count on my managers to help me if I have difficulties with my job.	Strongly disagree (1) – Disagree (2) – Neither agree nor disagree (3) – Agree (4) – Strongly agree (5)
	ETS_3	My managers would not knowingly do anything to hurt the organization.	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	ETS_4	My managers are open and up front with me.	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)

	ETS_5	I think that the people in the organization succeed by stepping on other people. (R)	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	ETS_6	My managers will keep the promises they make.	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	ETS_7	My managers really look out for what is important to the employees.	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	ETS_8	My managers have a lot of knowledge about the work that needs to be done.	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	ETS_9	My managers are known to be successful in the things they attempt to accomplish.	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	ETS_10	If I make a mistake, my managers are willing to "forgive and forget."	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
Attention	AttentionQuestion_1	Select 'Strongly disagree'	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	ETS_11	My managers' actions and behaviors are not consistent. (R)	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)



	ETS_12	My managers take actions that are consistent with their words.	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	ETS_13	It is best not to share information with my managers. (R)	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	ETS_14	There is a lot of warmth in the relationships between my managers and workers in this organization.	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	ETS_15	My managers would make personal sacrifices for our group.	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	ETS_16	My managers express their true feelings about important issues.	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	<b>SECTION AI Attitudes</b>		
INTRODUCTION		Text2_AI	
AI_Attitudes	AI_Attitudes_1	I believe that AI will allow us to work faster and more efficiently	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	AI_Attitudes_2	Generative AI helps me do things I was not able to do before.	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)

	AI_Attitudes_3	Generative AI helps me perform difficult tasks more effectively.	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	AI_Attitudes_4	I am interested in using AI more in my daily life.	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	AI_Attitudes_5	I am concerned that I will no longer be able to tell the difference between what is created by humans and what is created by AI.	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	AI_Privacy_1 (general)	I worry about the impact of AI on my privacy	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	AI_Employer_1	My organization or company has implemented AI-tools in its operations.	Yes / No / I don't know
	AI_Employer_2	My employer encourages the use of generative AI.	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	<b>SECTION AI Usage</b>		
Usage of Gen AI systems	AI_Usage	How often do you use a generative AI application	Never heard of it (1)-Never (2)- Rarely

		that creates text, images, music, or speech?	(3)- Monthly (4)-Weekly (5)- Daily (6)
Top of Mind	AI_TOM	From which of the following generative AI applications have you heard?	Perplexity (1)- Claude (2)- Lima (3)- ChatGPT (4)- Gemini (5)- Copilot (6)- Other: (7) None of the above (8)
Display answer from 'AI_TOM' for 'AI_AppUsage'			
	AI_TOM_USAGE	Which of the AI applications that you know, have you used this month?	Answer from 'AI_TOM' + Other
	AI_Privacy_2	I consciously avoid using personal data when asking a question to an AI application.	
	<b>SECTION AI mental health coaching</b>		
Experience with AI-tools	AI_EX_1	I have previously talked to an AI tool about my mental health.	Yes (1)- No (2)
	AI_EX_2	I feel more comfortable discussing my mental health with an AI tool than with a person.	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
Use and willingness to use	AI_UWU_1	When I feel stressed or anxious, I would consider talking to an "AI tool" / digital mental health coach.	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	AI_UWU_2	I could potentially see a digital mental health coach as a first step before contacting a human professional.	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)

	AI_UWU_3	I would use an AI tool in addition to conversations with a human conversational partner.	Strongly disagree (1) - Disagree (2) - Neither agree nor disagree (3) - Agree (4) - Strongly agree (5)
	<b>SECTION How do you report mental status?</b>		
			1.
	<b>SECTION End of Survey</b>		
	Comments	Do you have any comments to this questionnaire?	No (0)-Yes,namely: (1)
If Comments_1= (1)		Textfield	
	Participation	Would you be interested in participating in a follow-up interview or focus group for this study?	Yes, you contact me via the following email address: (1)- No (2)
		Text6_End	

### Text1\_ExplanationResearch

This survey focuses on the adoption potential of Artificial Intelligence tools, focusing on wellbeing at work.

The study is organized by Ghent University in collaboration with Laura.ai. The results will contribute both to scientific research on AI and wellbeing, and to the development of an AI

tool focusing on personal growth in the workplace. All collected data will be handled with strict confidentiality.

For any comments about the questionnaire, please see the space provided at the end.

Thank you for your contribution to our study!

## **Text2\_AI**

The following questions focus on Artificial Intelligence.

Artificial Intelligence refers to computer systems capable of performing tasks that typically require human intelligence, such as reasoning, learning, perception and language understanding.

Generative AI refers to models and systems that can create content such as text, images, video, audio and more in response to a user's prompt or request.

## **Text3\_SummaryLauraAI\_1**

Please read the summary of an AI tool below.

*A chatbot, with which you can chat and call, that serves as a wellbeing and resilience coach. The chatbot is able to help individuals manage stress, enhance resilience and improve mental wellbeing .The chatbot is evidence-based and able to provide practical guidance to make users feel more calm, confident and capable.*

## **Text4\_SummaryLauraAI\_2**

*A chatbot, with which you can chat and call, that serves as a wellbeing and resilience coach. The chatbot is able to help individuals manage stress, enhance resilience and improve mental wellbeing .The chatbot is evidence-based and able to provide practical guidance to make users feel more calm, confident and capable.*

*The employer is provided with a dashboard showing anonymized analytics of employees well-being. This includes scores on motivation, mental energy, confidence and burn-out risk. Based on these analytics the tool proposes actions for the employer to improve employee well-being.*

Imagine a scenario in which your company proposes to use this AI-tool. Answer the following questions accordingly.

## **Text6\_End**

Your answers are successfully registered.

Thank you for completing the survey!