The Public Side of the Interverse

: What Shapes Acceptance, and What Does Not

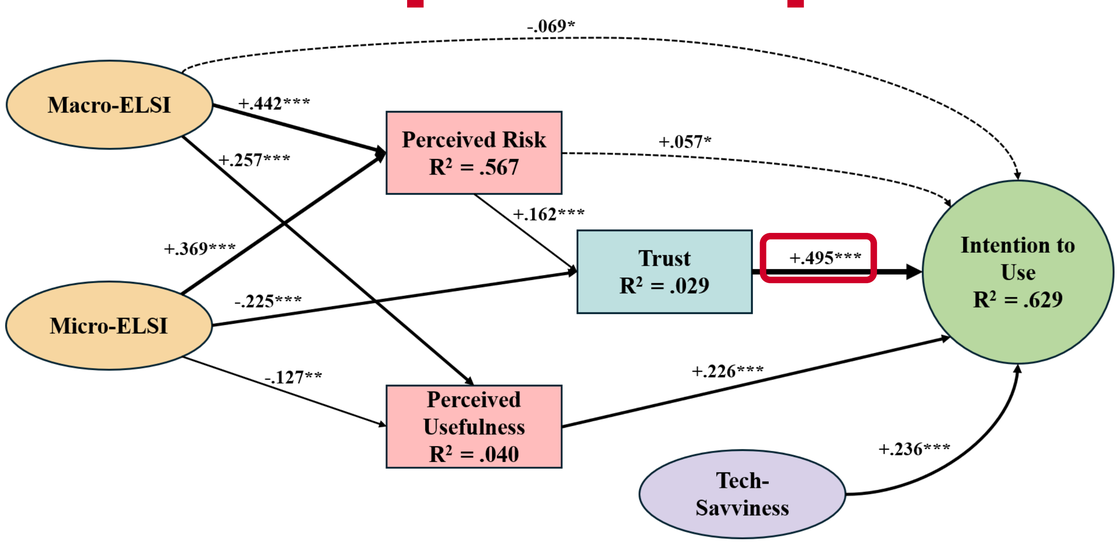
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- ▶ **Trust, not perceived risk, drives willingness to use the Interverse**
- ▶ **People sort ethical concern by distance: near and far, not four spheres**
- ▶ **Concern about the planet raises usefulness only up to a point**

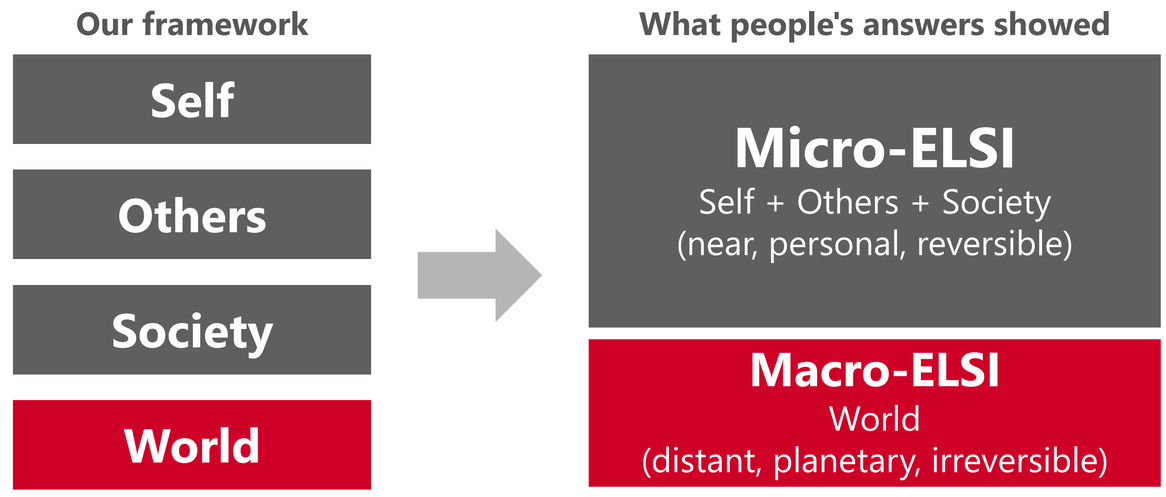
Why we asked, and how

- The Interverse fuses virtual and physical spaces into one platform; our ELSI framework sorts its ethical issues into four spheres: Self, Others, Society and World.
- **Question:** Does the public think this way, and what drives willingness to use the Interverse?
- **Study:** 2,000 Japanese adults (Feb 2026, stratified by age and sex), 27 items, extended TAM with ELSI concerns (PLS-SEM)

What shapes acceptance

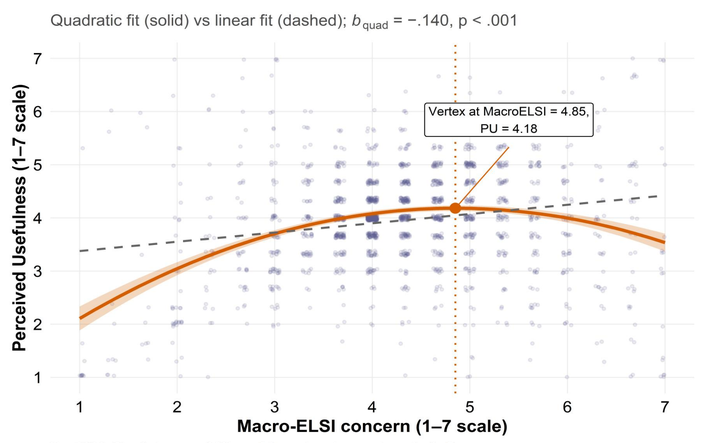


Trust has the strongest path to intention to use (.495), about twice usefulness (.226). The model explains 63% of intention.



Self, Others and Society merged into one near dimension; World stood apart. Together they explain 57% of perceived risk.

What does not



Up to the peak, people who worry more about the planet see the Interverse as part of the solution. Beyond about 4.85 on the 7-point scale, the view reverses: very high concern sees it as part of the problem.

HOW THIS DIFFERS FROM STANDARD TAM

Extended TAM treats concern as a barrier: more concern, lower usefulness, along a straight line. Here the same concern raises usefulness at moderate levels and lowers it at high levels. The straight dashed line misses the turn.

WHY THE SHAPE MATTERS

A model that assumes a straight line averages the rise and the fall and shows only a weak slope. The turning point appears only when the curve is allowed

Implications

- **Design for trust**: transparency, data control, complaint routes and oversight are the main lever
- **Separate near and far concerns**: address privacy and safety now; take long-term risks step by step
- **Work with planetary concern**: show how the technology can help the planet, and add safeguards for those most worried

(This study is currently under review; please do not cite)

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