**Supplementary material**

**Voice-based assistants as intermediaries for socio-political issues: investigating use patterns, expectations, and prior experiences**

Table S1. Comparative model fit statistics for determining the optimal number of groups

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| No. of Groups | LL | AIC | BIC | SABIC | BLRT  p-value | Entropy | Smallest group (%) |
| 1 | -6833 | 13691 | 13747 | 13709 | - | 1 | 100 |
| 2 | -5788 | 11614 | 11703 | 11642 | < .01 | 0.895 | 42.5 |
| 3 | -5442 | 10935 | 11057 | 10974 | < .01 | 0.876 | 18.1 |
| 4 | -5274 | 10613 | 10768 | 10663 | < .01 | 0.869 | 18.7 |
| 5 | -5163 | 10405 | 10593 | 10466 | < .01 | 0.879 | 11.3 |
| 6 | -5083 | 10259 | 10479 | 10330 | < .01 | 0.859 | 10.8 |
| 7 | -5033 | 10175 | 10428 | 10256 | < .01 | 0.873 | 4.23 |
| 8 | -4952 | 10026 | 10312 | 10119 | < .01 | 0.885 | 3.24 |
| 9 | -4934 | 10004 | 10323 | 10107 | < .01 | 0.866 | 4.73 |

*Note. n = 803. The BLRT test compares the current model to a model with k -1 groups.*

Table S2. Description of the five latent user groups

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | | Everyday inquirers  (*n* = 112-117) | Everyday news inquirers  (*n* = 127-131) | | Balanced inquirers  (*n* = 179-186) | | Personifying balanced inquirers  (*n* = 269-275) | Minimalist inquirers (*n* = 87-94) |
| Frequency of query type1 | | |  |  | |  | |  |  |
|  | Questions about everyday life | | 4.82 (1.32)abcd | 6.29 (0.83)cfi | | 4.39 (1.42)aefg | | 6.27 (0.86)beh | 1.44 (0.79)dghi |
|  | Questions about current events | | 2.85 (1.23)abcd | 5.95 (0.88)cfhj | | 4.26 (1.20)aefg | | 6.27 (0.73)behi | 1.17 (0.44)dgij |
|  | Questions about specific facts | | 2.59 (1.37)abcd | 4.14 (1.74)cgi | | 4.12 (1.23)aef | | 5.75 (1.08)begh | 1.51 (1.06)dfhi |
|  | Questions about causes and relationships | | 1.86 (1.05)abcd | 2.97 (1.68)cfhj | | 4.11 (1.16)aefg | | 5.68 (1.04)behi | 1.17 (0.54)dgij |
|  | Questions for guidance in situations of uncertainty or problems | | 1.95 (1.16)abcd | 2.83 (1.58)cfhj | | 4.27 (1.19)aefg | | 5.65 (1.12)behi | 1.23 (0.81)dgij |
|  | Questions for guidance in decision-making | | 1.71 (1.0)abc | 1.55 (0.78)egi | | 4.25 (1.09)adef | | 5.59 (1.12)bdgh | 1.17 (0.51)cfhi |
| Demographics | | | | | | |  | | |
|  | Age | | 45.22 (15.88)a | 46.46 (13.53)b | | 39.72 (14.69)abc | | 43.04 (13.61)d | 49.38 (14.37)cd |
|  | Gender | |  |  | |  | |  |  |
|  |  | Male | 47.0 % (*n* = 55) | 42.0 % (*n* = 55) | | 53.8 % (*n* = 100) | | 59.5 % (*n* = 163) | 48.4 % (*n*= 45) |
|  |  | Female | 53.0 % (*n* = 62) | 58.0 % (*n* = 76) | | 46.2 % (*n* = 86) | | 40.5 % (*n* = 111) | 51.6 % (*n*= 48) |
|  | Education | |  |  | |  | |  |  |
|  |  | Secondary ed. first stage | 28.2 % (*n* = 33) | 38.2 % (*n* = 50) | | 25.3 % (*n* = 47) | | 34.5 % (*n* = 95) | 34.0 % (*n*= 32) |
|  |  | Secondary ed. second stage | 31.6 % (*n* = 37) | 35.9 % (*n* = 47) | | 39.2 % (*n* = 73) | | 26.9 % (*n* = 74) | 35.1 % (*n*= 33) |
|  |  | Tertiary ed. | 40.2 % (*n* = 47) | 26.0 % (*n* = 34) | | 35.5 % (*n* = 66) | | 38.5 % (*n* = 106) | 30.9 % (*n*= 29) |
|  | Affinity for technology (index)2 | | 4.65 (1.22) | 4.81 (1.30)ab | | 4.27 (0.93)ac | | 4.80 (1.23)cd | 4.21 (1.22)bd |
|  | Interest in AI3 | | 5.13 (1.42)a | 5.37 (1.39)b | | 5.40 (1.20)cd | | 6.05 (1.08)abce | 4.94 (1.44)de |
|  | Tendency to perceive the VBA as person4 | | 2.93 (2.66)ab | 3.13 (2.78)cd | | 4.19 (2.68)acef | | 5.88 (2.82)bdeg | 2.19 (2.43)fg |
| Expectations towards an VBA when answering questions about climate change,  the coronavirus pandemic or politics5 | | | | |  | | | | |
|  | Impartial interpretation | | 5.02 (1.29)ab | 5.41 (1.32)cd | | 5.09 (1.17)ef | | 5.92 (0.97)aceg | 4.25 (1.80)bdfg |
|  | Transparency | | 4.97 (1.28)ab | 5.04 (1.30)cd | | 5.03 (1.15)ef | | 5.87 (1.04)aceg | 4.20 (1.81)bdfg |
|  | Practical support | | 4.77 (1.43)abc | 5.36 (1.24)ade | | 5.06 (1.19)fg | | 5.92 (0.91)bdfh | 4.14 (1.75)cegh |
|  | Dialogic engagement | | 3.47 (1.50)ab | 3.74 (1.52)cd | | 4.54 (1.32)acef | | 5.36 (1.31)bdeg | 3.18 (1.80)fg |

*Note.* Mean differences are calculated using an ANOVA with Bonferroni post-hoc test. Mean values with a common exponent differ with p < .05 in the post-hoc test.

11 = “very seldom or never”, 7 = “daily”; 21 = “does not apply at all”, 7 = “does fully apply”; 31 = “not interested at all”, 7 = “very interested”;

40 = “thing/object”, 10 “person/subject”; 51 = “not important at all”, 7 = “very important”