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

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### 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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