Understanding Diverse User Responses to Information Technology: A Coping-Theoretic Model of IT Acceptance and Resistance

By

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All interested are welcome
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Abstract

This paper examines the wide range of emotional and behavioral responses among organizational users, triggered by the introduction of a new information technology (IT) in their workplace, and integrates these responses within a unified model of IT acceptance and resistance. Such diverse responses, which include excitement, indifference, skepticism, and fear, among others, are manifested in different types of usage and non-usage behaviors such as committed acceptance, superficial acceptance, passive resistance, and active resistance, that are explored in this study. Employing coping theory from the psychology literature, we postulate seven hypotheses that examine the conditions under which users respond in a certain way and elaborate how such responses may evolve with time if the constraining conditions change. These hypotheses are validated using interview data from 47 physicians at a large community hospital, over an eight-year period, regarding their responses to the introduction of a computerized patient order entry system. This study contributes to information systems research by providing a unified framework to explain why acceptance and resistance behaviors may coexist within the same user population, by explaining different forms of user resistance, and by illustrating how users' responses to IT may change over time. It contributes to IT practice by elaborating the different kinds of responses that managers may expect while implementing new IT in their organizations and by suggesting that IT acceptance and resistance can be proactively managed using intervention strategies.

Professor Anol Bhattacharjee is a Professor of Information Systems and the Citigroup/Hidden River Fellow at the University of South Florida. Bhattacharjee's research interest include technology adoption & diffusion, healthcare informatics, sustainable enterprises, online social media. He is currently one of the top ten researchers in the world in the information systems discipline (ranked 7th for the 2000-2009 decade), based on research published in leading journals such as MIS Quarterly (five papers), Information Systems Research, and Journal of MIS (four papers). In a research career spanning 15 years, Bhattacharjee has published 46 refereed journal papers and two books that have received about 3000 citations on Google Scholar. His 2001 MIS Quarterly paper is credited with starting a new stream of research on technology continuance. He served on the editorial board of MIS Quarterly for four years and was invited to present his work at venues worldwide.