

DEPARTMENT : IMQ - INFORMÁTICA E MÉTODOS QUANTITATIVOS APLICADOS À ADMINISTRAÇÃO
MAJOR : MESTRADO E DOUTORADO EM ADMINISTRAÇÃO DE EMPRESAS (CMDAE)
COURSE : BEHAVIORAL RESEARCH IN IS FIELD: TRENDS, CONCEPTS, AND APPLICATIONS
PROFESSOR : OTAVIO SANCHEZ
SEMESTER : 2018-2 – Two-credit regime, 8 classes with 4h each – taught in English ⁽¹⁾

PROGRAM

DESCRIPTION

This Ph.D. course is focused on the familiarization, understanding, and application of individual-level theories usually employed in MIS research, area of research also known as **Behavioral IS**. The goal is to delve into a collection of individual-level theories in enough depth to be sufficient to be employed by researchers, or at least to be recognizable as of a particular theory to support key behavioral IS research issues in so that a researcher can autonomously start a program of reading to allow a useful theory adoption. A second goal is to characterize the general value of theory in MIS research. A third goal is to allow students to become more familiar and adept at the process of conducting and publishing high impact Behavioral IS research.

OBJECTIVES

The course will:

- Familiarize students with the main theories of current research stream at individual level
- Provide students with conceptual bases to apply a theoretical background in own research
- Identify gaps and potential unanswered research questions for future research
- Prepare students to perform a critical analysis of papers in terms of the proper use of theoretical background

CLASSES DYNAMICS

The reading load will be moderately heavy, and students will be expected to **do all the readings, before class**. As an additional incentive to keep up with the readings, for every class there will be a few questions on the readings, which students must respond to with one-to-one and a half page, single-spaced paper, due at the beginning of class. These are not intended to be highly crafted works of art, but rather a way to thoughtfully reflect on some interesting aspect of the reading.

Most class sessions will have a **student assigned to lead and integrate the discussion of the readings of the week**. The student is responsible for highlighting the most important concepts from the readings, integrating across the readings, and creating a forum for an in-depth discussion.

A major part of the course is a **research paper** that will link some current IS issues with one or more of the themes or theoretical perspectives of the course. The process starts with the selection of a research area of interest, reviewing the literature to assess the state of theoretical development of the topic and the potential theory bases to draw upon, formulating a research question, and developing a theoretical model and hypotheses.

The **core of the paper will be a careful explanation of the theory in general, and how it can be applied to the issue**, and any new insights or new hypotheses that may surface when this is done. It will be considered a distinction if the paper also provides an initial description research design and discuss a plan for collecting and analyze quantitatively the data.

GRADING (ALL ARE INDIVIDUAL ASSESSMENTS)

PHASE	WEIGHT	DESCRIPTION
P1	30 %	Performance as leader of the discussion and integrator of the assigned weekly readings
P2	30 %	Knowledge contribution, participatory behavior, and in-class activities
PF	40 %	Final paper with a substantive Literature Review on an MIS-related individual-level topic that involves any of the theories discussed during the course

¹ The course may be taught in other language, if the class unanimously decide so

CLASS SCHEDULE

This schedule is a general plan for the course; deviations announced to the class by the instructor may be necessary.

Class #1. ATTITUDES AS PREDICTORS OF SYSTEMS ADOPTION AND USE

Class #2.

- Davis, F.D. 1989. "Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology," *MIS Quarterly* (13:3), pp. 318-340.
- Ajzen, I. 1991. "The Theory of Planned Behavior," *Organizational Behavior and Human Decision Processes* (50:2), pp. 179-211. 10.1016/0749-5978(91)90020-t.
- Moore, G.C., and Benbasat, I. 1991. "Development of an Instrument to Measure the Perceptions of Adopting an Information Technology Innovation," *Information Systems Research* (2:3), pp. 192-222.
- Compeau, D., Higgins, C.A., and Huff, S. 1999. "Social Cognitive Theory and Individual Reactions to Computing Technology: A Longitudinal Study," *MIS Quarterly* (23:2), pp. 145-158.
- Brown, S.A., and Venkatesh, V. 2005. "Model of adoption of technology in households: A baseline model test and extension incorporating household life cycle," *MIS Quarterly* (29:3), pp. 399-426.
- Karahanna, E., Straub, D.W., and Chervany, N.L. 1999. "Information Technology Adoption across Time: A Cross-Sectional Comparison of Pre-Adoption and Post-Adoption Beliefs," *MIS Quarterly* (23:2), pp. 183-213.
- Venkatesh, V., Morris, M.G., Davis, G.B., and Davis, F.D. 2003. "User Acceptance of Information Technology: Toward a Unified View," *MIS Quarterly* (27:3), pp. 425-478.

Class #3. HABIT, STATUS QUO, AND RESISTANCE TO NEW IS

ALSO DUE - Research Topic defined

- Lapointe, L., and Rivard, S. 2005. "A Multilevel Model of Resistance to Information Technology Implementation," *MIS Quarterly* (29:3), pp. 461-491.
- Limayem, M., Hirt, S.G., and Cheung, C.M.K. 2007. "How Habit Limits the Predictive Power of Intention: The Case of Information Systems Continuance," *MIS Quarterly* (31:4), pp. 705-737.
- Turel, O., Serenko, A., and Giles, P. 2011. "Integrating technology addiction and use An empirical investigation of online auction users," *MIS Quarterly* (35:4), pp. 1043-A1018.
- Polites, G.L., and Karahanna, E. 2012. "Shackled to the status quo: The inhibiting effects of incumbent system habit, switching costs, and inertia on new system acceptance," *MIS Quarterly* (36:1), pp. 21-A13.
- Rivard, S., and Lapointe, L. 2012. "Information technology implementers' responses to user resistance: Nature and effects," *MIS Quarterly* (36:3), pp. 897-A895.
- Polites, G.L., and Karahanna, E. 2013. "The embeddedness of information systems habits in organizational and individual level routines: Development and disruption," *MIS Quarterly* (37:1), pp. 221-246.

Class #4. SELF-EFFICACY

ALSO DUE - Research Problem defined

- Compeau, D.R., and Higgins, C.A. 1995. "Computer Self-Efficacy: Development of a Measure and Initial Test," *MIS Quarterly* (19:2), pp. 189-211.
- Marakas, G.M., Yi, M.Y., and Johnson, R.D. 1998. "The Multilevel and Multifaceted Character of Computer Self-Efficacy: Toward Clarification of the Construct and an Integrative Framework for Research," *Information Systems Research* (9:2), pp. 126-163.
- Agarwal, R., Sambamurthy, V., and Stair, R.M. 2000. "The Evolving Relationship Between General and Specific Computer Self-Efficacy - An Empirical Assessment," *Information Systems Research* (11:4), pp. 418-430. [dx.doi.org/10.1287/isre.11.4.418.11876](https://doi.org/10.1287/isre.11.4.418.11876).
- Thatcher, J.B., and Perrewe, P.L. 2002. "An Empirical Examination of Individual Traits as Antecedents to Computer Anxiety and Computer Self-Efficacy," *MIS Quarterly* (26:4), pp. 381-396.
- Claggett, J.L., and Goodhue, D.L. 2011. "Have IS researchers lost Bandura's Self-efficacy concept? A discussion of the definition and measurement of computer Self-efficacy," in: *Hawaii International Conference on System Sciences*. p. 10.
- Compeau, D., Correia, J., and Thatcher, J. 2017. "Implications of technological progress for the measurement of technology acceptance variables: The case of self-efficacy," in: *Thirty-Eighth International Conference on Information Systems*. South Korea.

Class #5. HEDONIC SYSTEMS, FLOW AND COGNITIVE ABSORPTION

ALSO DUE - 10 key articles for the research problem identified and quickly read

- Webster, J., Trevino, L.K., and Ryan, L. 1993. "The Dimensionality and Correlates of Flow in Human-Computer Interactions," *Computers in Human Behavior* (9:4), pp. 411-426. 10.1016/0747-5632(93)90032-n.
- Agarwal, R., and Karahanna, E. 2000. "Time Flies When You're Having Fun: Cognitive Absorption and Beliefs About Information Technology Usage," *MIS Quarterly* (24:4), pp. 665-694. 10.2307/3250951.
- Weniger, S., and Loebbecke, C. 2011. "Researching cognitive absorption in the context of fun-oriented information systems usage: An exploratory study," in: *European Conference on Information Systems*.
- Wu, J., and Lu, X. 2013. "Effects of extrinsic and intrinsic motivators on using utilitarian, hedonic, and dual-purposed Information Systems: A meta-analysis," *Journal of the Association for Information Systems* (14:3), pp. 153-191.
- Lowry, P.B., Gaskin, J.E., Twyman, N.W., Hammer, B., and Roberts, T.L. 2013. "Taking "Fun and Games" Seriously: Proposing the Hedonic-Motivation System Adoption Model (HMSAM)," *Journal of the Association for Information Systems* (14:11), pp. 617-671.

Class #6. ENGAGEMENT IN ONLINE COMMUNITIES & USER-GENERATED CONTENT

ALSO DUE – Description of the underpinning theory properties

- O'Brien, H.L., and Toms, E.G. 2010. "The Development and Evaluation of a Survey to Measure User Engagement," *Journal of the American Society for Information Science and Technology* (61:1), pp. 50-69. <http://doi.org/10.1002/asi.21229>.
- Li, M., Jiang, Q., Tan, C.-H., and Wei, K.-K. 2014. "Enhancing User-Game Engagement Through Software Gaming Elements," *Journal of Management Information Systems* (30:4), pp. 115-150. 10.2753/MIS0742-1222300405.
- Ray, S., Kim, S.S., and Morris, J.G. 2014. "The Central Role of Engagement in Online Communities," *Information Systems Research* (25:3), pp. 528-546. 10.1287/isre.2014.0525.
- Phang, C.W., Kankanhalli, A., and Tan, B.C.Y. 2015. "What Motivates Contributors vs. Lurkers? An Investigation of Online Feedback Forums," *Information Systems Research* (Articles in Advance:1), p. 20. 10.1287/isre.2015.0599.
- Tomaselli, F.C., Sanchez, O.P., and Brown, S.A. 2015. "How to Engage Users through Gamification: The Prevalent Effects of Playing and Mastering over Competing," in: *Proceedings of the 36th International Conference on Information Systems*. Fort Worth, TX: pp. 1-16.
- Kanfer, R., and Chen, G. 2016. "Motivation in organizational behavior: History, advances and prospects," *Organizational Behavior and Human Decision Processes* (136), pp. 6-19. <https://doi.org/10.1016/j.obhdp.2016.06.002>.
- Tacco, F., Sanchez, O., Connolly, R., and Compeau, D. 2018. "An examination of the antecedents of trust in Facebook online health groups," in: *Twenty-Sixth European Conference on Information Systems - ECIS*. Portsmouth, UK.

Class #7. TRUST

ALSO DUE - Key constructs and definitions

- Mayer, R.C., Davis, J.H., and Schoorman, F.D. 1995. "An Integrative Model of Organizational Trust," *Academy of Management Review* (20:3), pp. 709-734. 10.5465/amr.1995.9508080335.
- McAllister, D.J. 1995. "Affect- and cognition-based trust as foundations for interpersonal cooperation in organizations," *Academy of Management Journal* (38:1), pp. 24-59.
- Robert Jr, L.P., Dennis, A.R., and Hung, Y.-T.C. 2009. "Individual Swift Trust and Knowledge-Based Trust in Face-to-Face and Virtual Team Members," *Journal of Management Information Systems* (26:2), pp. 241-279.
- Xu, J., Cenfetelli, R.T., and Aquino, K. 2016. "Do different kinds of trust matter? An examination of the three trusting beliefs on satisfaction and purchase behavior in the buyer-seller context," *The Journal of Strategic Information Systems* (25:1), pp. 15-31. <http://doi.org/10.1016/j.jsis.2015.10.004>.
- Crisp, C.B., and Jarvenpaa, S.L. 2013. "Swift trust in global virtual teams: Trusting beliefs and normative actions," *Journal of Personnel Psychology* (12:1), pp. 45-56.
- Fan, H., Lederman, R., Smith, S.P., and Chang, S. 2014. "How Trust Is Formed in Online Health Communities: A Process Perspective," *Communications of the Association for Information Systems* (34:28), pp. 531-560.
- Söllner, M., Hoffmann, A., and Leimeister, J.M. 2016. "Why different trust relationships matter for information systems users," *European Journal of Information Systems* (25:3), pp. 274-287.
- Söllner, M., and Pavlou, P. 2016. "A longitudinal perspective on trust in IT artefacts," in: *Twenty-Fourth European Conference on Information Systems (ECIS)*. Istanbul, Turkey: Association for Information System.

Class #8. PRIVACY-PERSONALIZATION PARADOX & PRIVACY CONCERN

ALSO DUE – Draft of a careful explanation of the theory in general, and how it was applied to the issue

- Awad, N.F., and Krishnan, M.S. 2006. "The personalization privacy paradox: An empirical evaluation of information transparency and the willingness to be profiled online for personalization," *MIS Quarterly* (30:1), pp. 13-28.
- Lowry, P.B., Cao, J., and Everard, A. 2011. "Privacy Concerns Versus Desire for Interpersonal Awareness in Driving the Use of Self-Disclosure Technologies: The Case of Instant Messaging in Two Cultures," *Journal of Management Information Systems* (27:4), pp. 163-200.
- Dinev, T., McConnell, A.R., and Smith, H.J. 2015. "Informing Privacy Research Through Information Systems, Psychology, and Behavioral Economics: Thinking Outside the "APCO" Box," *Information Systems Research* (26:4), pp. 639-655. 10.1287/isre.2015.0600.
- Correia, J., and Compeau, D. 2017. "Information Privacy Awareness (IPA): A Review of the Use, Definition and Measurement of IPA," in: *50th Hawaii International Conference on System Sciences*. Hawaii: pp. 4021-4030.
- Choi, H.S., Lee, W.S., and Sohn, S.Y. 2017. "Analyzing research trends in personal information privacy using topic modeling," *Computers & Security* (67), pp. 244-253. 10.1016/j.cose.2017.03.007.
- Karwatzki, S., Dytynko, O., Trenz, M., and Veit, D. 2017. "Beyond the Personalization-Privacy Paradox: Privacy Valuation, Transparency Features, and Service Personalization," *Journal of Management Information Systems* (34:2), pp. 369-400. 10.1080/07421222.2017.1334467.
- Popovič, A., Smith, H.J., Thong, J.Y.L., and Wattal, S. 2017. "Information Privacy," in: *MIS Quarterly Research Curations*, A. Bush and A. Rai (eds.). MIS Quarterly.

Class #9. PAPER PRESENTATION & FINAL PAPER DUE

INSTRUCTOR



Otavio Sanchez: Lattes CV at <http://lattes.cnpq.br/3744651472347616>

Professor of Information Systems and Quantitative Methods at Ph.D. & Master Courses of Fundacao Getulio Vargas FGV-EAESP and Visiting Scholar at the University of Arizona. My research interests range from Strategy and Management of Information Systems, Information Economics, Behavioral Economics, Behavioral Information Systems, and Psychometrics. My research has appeared in high-impact journals like CACM-Communications of the ACM and IJPM-International Journal of Project Management, among others. I am currently a member of INFORMS - Management, and Services Operations Society and Information Management Society, and OCIS - Organizational Communication and Information Systems of the Academy of Management. Also, I am Adjunct Editor of BAR - Brazilian Administration Review and referee for a number of top scientific Information Systems journals as MISQ - MIS Quarterly, JMIS - Journal of Management Information Systems, JSIS - Journal of Strategic Information Systems, ISM - Information Systems Management, C&E - Computers & Education, and ICIS - International Congress on Information Systems, the main worldwide congress in the area. I served as a member of Scientific Committee of Information Systems Division at ANPAD - Brazilian National Post-graduation Programs Association (2013-2014) and as Division's Head (2015-2017).