

IS-CoRE 2005 Pre-ICIS Workshop
PROGRAM SCHEDULE AND ABSTRACTS

Full papers are provided on the IS-CoRE website, <http://www.ou.edu/is-core/Workshop-2005.html>

8:15 - 8:45	Coffee and Registration
8:45 - 9:00	Welcome
9:00 - 9:30	Paper Presentation: <i>Reflecting on the Efficacy of Cognitive Mapping for Problem Analysis in Information Requirements Determination</i> , Judy McKay and Peter Marshall
9:30 - 9:45	Research Commentary and Discussion
9:45 - 10:30	Invited Presentation: Eduardo Salas, University of Central Florida
10:30 - 10:45	Coffee Break
10:45 - 11:30	Invited Presentation: Robert W. Zmud, University of Oklahoma
11:30 - 1:00	Lunch: Valentino's Restaurant, The Venetian Hotel
1:00 - 1:30	Paper Presentation: <i>Investigating the Role of Attitude in Technology Acceptance from an Attitude Strength Perspective</i> , Yong Jin Kim, Jae Uk Chun, Jaeki Song
1:30 - 1:45	Research Commentary and Discussion
1:45 - 2:15	Paper Presentation: <i>Positive-Negative Asymmetry of Disconfirmations on User Satisfaction Judgment</i> , Christy M.K. Cheung and Matthew K.O. Lee
2:15 - 2:30	Research Commentary and Discussion
2:30 - 2:45	Coffee Break
2:45 - 3:15	Paper Presentation: <i>Expertise Gaps and Profiles: An Integrated View of Expertise on Knowledge Transfer</i> , Ting Ting Rachel Chung, Patrick Bateman, Kwangsu Cho
3:15 - 3:30	Research Commentary and Discussion
3:30 - 4:00	Paper Presentation: <i>What Mobilizes Information Contribution to Electronic Word-of-Mouth Systems? Explanations from a Dual-Process Goal Pursuit Model</i> , Xinwei Wang, Hock-Hai Teo, Kwok-Kee Wei
4:00 - 4:15	Research Commentary and Discussion
4:15 - 5:30	Ph.D. Student Workshop
5:30 - 6:00	Business Meeting
6:00	Adjourn

REFLECTING ON THE EFFICACY OF COGNITIVE MAPPING FOR PROBLEM ANALYSIS IN INFORMATION REQUIREMENTS DETERMINATION

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ABSTRACT

The research reported in this paper grew out of concerns that information systems (IS) projects (defined here to include both in-house development, and the acquisition, modification and implementation of externally-produced package software) often result in less than satisfactory outcomes, with stories of failure and disappointments with respect to information systems (IS) being relatively common in both professional and academic literature (Montealegre and Keil 2000, Keil and Robey 2001). If IS are to consistently contribute to enhancing organisational performance along a number of dimensions and deliver value to organisational stakeholders, then our understanding and practice of IRD needs to improve if the problem of systems failures and disappointments is to be redressed.

This paper reports on the reflections of the researchers involved in an action research study to consider the efficacy of cognitive mapping to support problem analysis in the early phases of IRD. Specifically, it was believed that through employing the technique of cognitive mapping and thus making explicit the cognitive processes of users, analysts might gain insight and understanding of the 'problem' as perceived by users, and thus result in gaining a shared understanding of the nature of the problem, and of the requirements for an IS which would help ameliorate aspects of the problem. Our research suggests that cognitive mapping was particularly helpful in the following ways:

- cognitive maps were helpful in clarifying thoughts and in demonstrating differences of opinion;
- cognitive maps were helpful in stimulating ideas, thus supporting an iterative, accumulative journey towards scoping the problem, identifying requirements, and so on;
- cognitive maps were helpful in involving other stakeholders;
- simple analytical devices (structuring the maps to identify of goals, issues, and so on) brought greater clarity, insight and creativity in the cognitive maps;
- cognitive maps allowed the exploration and development of shared understanding, and alerted us to a false consensus;

The paper will conclude with a discussion of the implications of these findings for IRD practice.

INVESTIGATING THE ROLE OF ATTITUDE IN TECHNOLOGY ACCEPTANCE FROM ATTITUDE STRENGTH PERSPECTIVE

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EXTENDED ABSTRACT

Introduction

Previous studies on technology adoption discount the role of attitude in explaining behavior. These studies argue that the role of attitude in explaining either behavioral intention or actual adoption behavior is very limited. They further state that attitude is, at best, a partial mediator in the relationship between salient beliefs and the adoption behavior or behavioral intention. We contend that these arguments discounting the role of attitude are made without serious theoretical consideration and restrict the search for a comprehensive understanding of technology acceptance. The purpose of this study is to provide a different perspective from which to understand the technology adoption process. Specifically, we examine the effect of attitude strength on technology adoption. By doing so, we intend to elucidate the effect of attitude during the technology adoption process and also to provide a plausible explanation as to why many previous studies on technology adoption have often failed to find the mediating role of attitude toward system use. Most importantly, findings about the importance of attitude and attitude strength have the potential to strengthen technology adoption research by redirecting it towards a consideration of factors affecting attitude strength in order to avoid situations where a technology is adopted but not used.

The Research

As we reexamine the role of attitude in predicting behavioral intention to use a technology, we note that an attitude affects an individual's behaviors by filtering information and shaping the individual's perception of the world (Fazio, 1986). Attitude toward a behavior is defined as *an individual's positive or negative evaluation of performing the behavior*. We further highlight that research has borne out that attitude toward system use (e.g., unfavorable, neutral, or favorable) is conceptually and empirically distinct from the strength in the attitude (e.g., weak or strong) and the strength in the attitude amplifies or neutralizes the effect of the attitude on behaviors (Krosnick and Petty, 1995). We therefore introduce the concept of *attitude strength*, which we define as *the degree to which attitude manifests itself in the form of temporal persistence, resistance to counterpersuasion, and predictability of behavior*.

Previous studies have focused on specific components of attitude strength, including attitude certainty, attitude accessibility, and attitude extremity. The pertinent findings from attitude strength research are first, that a variety of contextual and individual factors affect attitude attributes related to attitude strength, and second, that attitude strength in turn moderates the relationship between attitude and corresponding behaviors (Petty and Krosnick, 1995). Considering this moderating role of attitude strength in the relationship between attitude and behavior, we argue that a plausible explanation exists as to why the findings of previous research on IT acceptance have not consistently demonstrated the mediating role of attitude in IT acceptance research.

This study predicts that the moderating effect of attitude strength on the attitude-behavior linkage may manifest itself in two different, yet related ways. First, the strength of attitude toward system use may moderate the relationship between attitude and behavioral intention. Specifically, the positive relationship between attitude and behavioral intention is likely to be more pronounced when the attitude is strong than when it is weak. Second, the moderating effect of attitude strength may be represented as the difference in the mode of mediating effect of attitude toward system use – that is, whether attitude mediates the relationship fully, partially, or not at all. Here, we argue based on previous findings, that variation in attitude strength indicates variation in the cognitive process of attitude formation such that the antecedents to attitude (i.e., salient behavioral beliefs) may have measurable effects on the attitude toward a behavior and thus on behavioral intention. When attitude toward system use is *strong*, attitude may *fully mediate* the effect of beliefs on behavioral intention. This is because the relationship between attitude and behavioral intention may be strong enough to offset the direct effect of beliefs on behavioral intention and thereby leave only the indirect effect mediated by the attitude. In contrast, when attitude towards system use is *weak*, attitude may only *partially mediate* the belief-behavioral intention relationship because the attitude-behavioral intention relationship would not be strong enough to offset the direct influence of belief in perceived usefulness on behavioral intention. The above argument can be summarized in the following hypotheses:

Hypothesis 1: The positive relationship between attitude toward system use and behavioral intention to use the system will be stronger when the attitude is strong than when it is weak.

Hypothesis 2a: Attitude toward system use will *fully mediate* the effect of perceived usefulness and perceived ease of use on behavioral intention when attitude is *strong*.

Hypothesis 2b: Attitude toward system use will *partially mediate* the effect of perceived usefulness and perceived ease of use on behavioral intention when attitude is *weak*.

Findings

Our empirical results support each of the proposed research hypotheses. Interestingly, this study revealed that regardless of the strength of the attitude toward using the system, attitude toward using the system is the most important determinant of behavioral intention to use the system. This finding is congruent with the Theory of Reasoned Action (Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1975) which assumes the full mediating role of attitude on behavioral intention, but slightly different from the technology acceptance model (Davis et al., 1989; Venkatesh and Davis, 2000) which argues for a partial or minimal mediating role of attitude on behavioral intention.

We divide our subjects into strong and weak attitude groups. In the case of the strong attitude group, attitude toward using the system shows full mediation of the effect of both perceived usefulness and perceived ease of use on behavioral intention. The direct effect of perceived usefulness on behavioral intention is not indicated in the results. Attitude toward using the system, however, explains 72% of the variance in behavioral intention. In the case of the weak attitude group, attitude toward using the system shows a partial mediation of the effect of perceived usefulness and perceived ease of use on behavioral intention to use. The results indicate a direct effect of perceived usefulness on behavioral intention, which is distinct from the case of the strong attitude group. Attitude toward using the system, however, explains a relatively low portion of the variance in behavioral intention compared to the strong attitude case. This result lends support to H1, which proposes that the positive relationship between attitude toward system use and behavioral intention will be stronger when the attitude is strong than when it is weak. Our results also support H2a and H2b, which propose that full or partial mediation of the effect of perceived ease of use and perceived usefulness will be determined by the strength of the attitude. The difference between the strong and weak groups in the

coefficients of the path from attitude to behavioral intention is statistically significant at $p < 0.001$. Thus, attitude in the strong attitude group fully mediates the effect of beliefs on behavioral intention, while in the weak attitude group it only partially does so. Moreover, the difference in the R^2 s of behavioral intention of the two groups is also statistically significant at $p < 0.001$.

One interesting finding with regard to the effect of ease of use on attitude in the strong attitude group is that the path coefficient of perceived ease of use is greater than that of perceived usefulness. Considering that the subjects were expected to have little experience with the technology, we conjecture that the strong attitude might be formed through indirect experience or through information which emphasized the difficulty of using information technology. Hence, in this context, perceived ease of use may carry more impact on attitude formation than perceived usefulness. This argument is subject to further research.

Implications

From a theoretical perspective, the current study sheds light on the importance of attitude, a construct that has been gradually omitted from technology adoption studies. Most notably, attitude toward using the system fully mediates the effects of perceived usefulness and perceived ease of use on behavioral intention when users demonstrate a strong attitude towards using the technology. This finding is contrary to those of many technology adoption studies. This finding alerts researchers to be cautious in removing attitude from their models examining technology acceptance. Even in the case of users with a weak attitude towards using the technology, attitude may not be simply ignored, because its effect on behavioral intention is greater than that of perceived usefulness.

The results also indicate that practitioners must be careful in using the technology acceptance model. Given that attitude strength toward using a system has a moderating effect on behavioral intention, they should plan to employ methods or tools that will make users' attitudes strong enough to keep the adopted technology efficiently utilized.

Selected References

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POSITIVE-NEGATIVE ASYMMETRY OF DISCONFIRMATIONS ON USER SATISFACTION JUDGMENT

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EXTENDED ABSTRACT

Past research in the area of user satisfaction has primarily adopted the conventional “key-driver analysis” approach under the implicit assumption that either positively or negatively valenced events would have similar impact on user satisfaction. Researchers in other disciplines have already found that the links in satisfaction models are more complex than originally proposed. By modeling the link between satisfaction and its antecedents as symmetric and linear, researchers run the risk of systematically misestimating the impact of the antecedent variables on user satisfaction.

Broadly, the purpose of this paper is to examine the asymmetric nature of links involved in the satisfaction judgment in user satisfaction. More specifically, we

- Synthesize prior research on positive-negative asymmetry and integrate the principle into the current work on user satisfaction, and
- Empirically test the resulting research model on user satisfaction.

In the last few decades, user satisfaction has been receiving considerable attention in the area of Information Systems. Early user satisfaction research tended to focus primarily on the operationalization of satisfaction construct and ignored the theoretical bases. According to Melone (1990), “This lack of agreement on the conceptual definition of the user-satisfaction construct has lead to a situation in which there are many operationalizations and an equal number of conceptual definitions, for the most part lacking theoretical foundation (p.80).” In response to the call for a rigorous theoretical support in the study of user satisfaction, recent studies are more grounded with theories. Among diverse theoretical frameworks, expectation confirmation theory has been receiving a great deal of attention in recent IS research. These studies provided more insights to user psychology and explained user satisfaction formation processes.

However, much of what we know about the formation of satisfaction in the IS literature comes from studies in which key attributes are identified and examined in a conventional “key-driver analysis” approach. This line of research assumes that either positive or negative event would have a similar impact on user satisfaction (see Figure 1a). Researchers in other disciplines have already found that one unit of loss is weighted more than a corresponding unit of gain. This suggests that the links in user satisfaction models may follow the pattern as shown in Figure 1b.

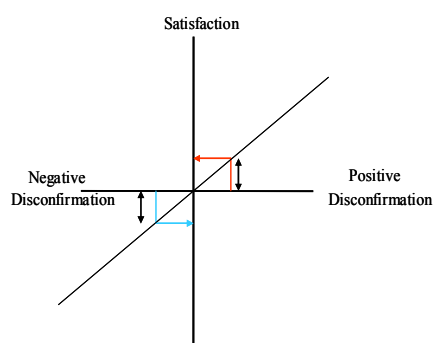


Figure 1a: Symmetric Relationship

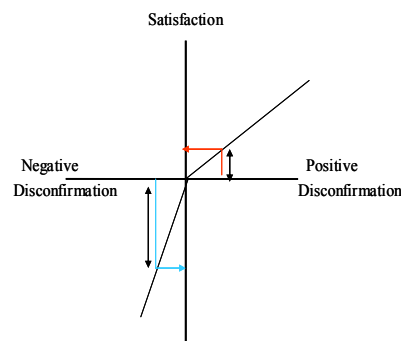


Figure 1b: Asymmetric Relationship

In this study, we examined the positive-negative asymmetry in the context of the use of e-portal among university students. Building upon McKinney et al.'s (2002) recent work on web satisfaction, we incorporated the concept of positive-negative asymmetry and investigated the impacts of both positive and negative disconfirmations on user satisfaction judgment. Specifically, we hypothesized web satisfaction would be more sensitive to the negative disconfirmations of understandability, reliability, and usefulness of information, as well as the negative disconfirmations of access, usability, and navigation of the e-portal than to the positive disconfirmations of these antecedent variables. McKinney et al.'s (2002) work provides us with a good starting point for the current study, as their model has a very strong theoretical base, and the measures are developed and empirically validated using both exploratory and confirmatory approaches.

Data for this study were obtained from an online survey of first-year undergraduate students of a local university. An e-portal was introduced to them at the beginning of the semester, and after their usage for a six-week time period, an online survey assessing their satisfaction with the usage was conducted. The measures of this research were borrowed from McKinney et al.'s study with modifications to fit the specific context of e-portal. In order to test and examine the positive-negative asymmetry, we followed the approach that is commonly used in the marketing literature. First, we constrained the coefficients for negative and positive disconfirmation to be equal (e.g., $\beta_{\text{positive}} = \beta_{\text{negative}}$), then we compared the performance of the constrained model to that of the unconstrained model and determined whether the constraint can or cannot be rejected. The asymmetry is supported if the constraint is rejected and the absolute size of the coefficient for negative disconfirmation is greater than the coefficient of positive disconfirmation (e.g., $\beta_{\text{negative}} > \beta_{\text{positive}}$).

The results showed that ten out of the twelve explanatory variables are found statistically significant and explains 51 percent of the variance of the satisfaction model (F-value = 43.91, $p=0.000$). Except the disconfirmation of "navigation" (Indeed, both its positive and negative disconfirmations are not significant to user satisfaction), the constraint for each of the attribute is rejected and the absolute size of the coefficient for negative disconfirmation is greater than the coefficient for positive disconfirmation. Basically, the negative-positive asymmetry is supported in this study. Consistent with the findings of other disciplines, our results support the argument that negative disconfirmation has a stronger impact on satisfaction than positive disconfirmation.

Through recognizing the asymmetric cognitive responses underlying satisfaction, we believe that this study has further advanced cognitive research in general and theories in user satisfaction research in particular, and provided new insights to practitioners on design priorities.

References:

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EXPERTISE GAPS AND PROFILES: AN INTEGRATED VIEW OF EXPERTISE ON KNOWLEDGE TRANSFER

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EXTENDED ABSTRACT

Success in knowledge transfer remains a particularly complex and challenging activity for organizations to achieve. In addressing this issue, this paper integrates two rich streams of literature on expertise, a cognitive and a social perspective, in the development of the concept of cognitive expertise gaps and the importance of alignment between cognitive and perceived expertise.

From the cognitive perspective, cognitive expertise refers to the mental storage, organization and processing operations uniquely possessed by subject matter experts, which distinguishes them from those without the same expertise. Knowledge transfer is usually conceptualized as knowledge flowing from an entity with great expertise to another with much less expertise, with recommendations for practice suggesting that matching domain experts up with non-experts is the key in achieving effectiveness in knowledge transfer and other KM initiatives. However, this paper suggests the answer is not as straightforward as this, and in fact can be somewhat detrimental to effectiveness due to the presence of cognitive expertise gaps. A cognitive expertise gap exists when the source and the recipient in a knowledge transfer process possess different levels of expertise. This paper proposes that the size of the cognitive expertise gap between knowledge transfer partners has important implications for knowledge transfer effectiveness. A review of theoretical arguments and empirical evidence reveals that the size of the expertise gap impacts the knowledge transfer process – a small cognitive expertise gap is beneficial for knowledge transfer, whereas too large of a gap actually prohibits transfer.

Cognitive expertise is not the sole view of expertise relevant to knowledge transfer. In fact, the social perspective of expertise can be a complimentary lens to understand the issue. From this stream of research, perceived expertise refers to the level of expert status that others attribute to a person; however, perceived expertise may, or may not, be closely correlated with the actual level of cognitive expertise. By drawing upon these two dimensions of expertise, the paper identifies the existence of four expertise profiles: Known Experts, Unknown Experts, Self-presented Experts, and Non-Experts.

These profiles characterize the consequence of alignment between cognitive and perceived expertise. Perceived expertise facilitates transfer only when it is aligned with cognitive expertise, such as in the case of Known Experts and Non-Experts. In contrast, when misalignment occurs between perceived expertise and cognitive expertise, as with Unknown Experts and Self-presented Experts, challenges are created and knowledge transfer effectiveness is compromised. These four expertise profiles highlight the importance of having an accurate transactive memory system.

The paper concludes with a discussion of the implications of these propositions for knowledge transfer research and MIS practices.

WHAT MOBILIZES INFORMATION CONTRIBUTION TO ELECTRONIC WORD-OF-MOUTH SYSTEM? EXPLANATIONS FROM A DUAL-PROCESS GOAL PURSUIT MODEL

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EXTENDED ABSTRACT:

Empowered by various information systems, word-of-mouth activities have moved beyond small groups and communities. Consequently their impact on businesses has attained an unprecedented level (Dellarocas 2003). Online consumer opinions in the form of product feedback, evaluations and reviews have proven to effectively address some electronic commerce limitations such as information asymmetry, risk, and lack of trust and are being used extensively. At the center of electronic word-of-mouth activities are electronic word-of-mouth systems (EWOMS) that are defined as various information systems that support consumption information exchange among consumers (Ba and Pavlou 2002, Dellarocas, Fan and Wood 2004, Hennig-Thurau et al 2004, Resnick et al. 2000, Swaminathan 2003). Despite the growth of the power of Internet word-of-mouth and researchers' attentions to EWOMS, current studies have primarily focused on the consequences of the deployment of EWOMS and the needed theoretical guidance for promoting online consumption information contribution is lacking. This paper attempts to address the knowledge gap by formulating a systematic study of the factors that drive voluntary participation in online feedback systems and the circumstances under which these factors operate. This study is expected to provide theoretical foundation for researchers and practitioners to devise effective mechanisms and programs to attract more contribution (Dellarocas, Fan, and Wood 2004).

The study focuses on the repository type of EWOMS that is characterized as Internet-based information systems that allow consumer to upload reviews, comments, and ratings of products, services, and exchange partners to their databases and present the information in an organized way on the web. Examples of repository systems include eBay, Amazon.com, ePinions.com, ratebeer.com, dooyoo.com, etc.

This study adopts goal theories as the theoretical lens to examine consumer information contribution toward EWOMS. Defined as "a desirable future state of affairs one intends to attain through action" (Kruglanski 1996, p600), goals lend meanings to activities people perform (Markman and Brendl 2000) and play a central role in guiding behaviors (McClelland 1987, Deci and Ryan 2000, Harackiewicz, Durik and Barron 2005). There are two predominant views on how goals operate to affect behavior. The information processing perspective on goal operation believes that individuals process goals cognitively through intentional reasoning and conscious choice before they purposefully engage in an activity (e.g. Ajzen 1985, Ajzen 1991, Harackiewicz, Durik and Barron 2005). However, recently there has been a growing recognition that many social behaviors are performed in an almost automatic, spontaneous fashion, without conscious cognitive processing (Bargh et al 2001, Forgas, Williams and Laham 2005, Weinberger and McClelland 1990). Integrating the two distinct perspectives on goal operation, the study conceptualizes consumers' participation in EWOMS as a joint behavioral product of both unconscious and conscious response to EWOMS to pursue some goals that are either embedded in the participation process itself or endowed by the consequences of the participation behavior by devoting multiple resources such as effort, cognition, and time to the activities. This

conceptualization leads to a dual-process model that explains the mechanism underlying consumers' information contribution behavior toward EWOMS.

Unconscious goal pursuit has been validated by voluminous observations of instances where people's behaviors are determined not by their conscious intentions and deliberate choices but by mental processes that are put into motion by features of the environment and that operate outside of conscious awareness and guidance (Bargh and Chartrand 1999, Bargh et al 2001, Dijksterhuis et al 2005, Wood, Quinn and Kashy 2002). The individual may engage in a behavior automatically in a familiar and often-exposed-to environment as she has formed a stable patterned response to the environment through experience. Since contributing consumption information through EWOMS integrates behaviors of using Internet communication systems and spreading consumption information, consumers' responses to EWOMS could be unconsciously shaped by their current habits of using Internet-based communication systems and of disseminating product and consumption information in daily life. The media uses and gratification theory proposing that people obtain gratification from their use of communication media and develop habitual dependence on the communication media and the theory of opinion leadership that identifies individuals' varying habits of disseminating product and consumption information and giving opinions and advices to influence others' choices and decisions suggest two key constructs, namely online communication dependence and opinion leadership, that help formulate the influences of unconscious factors.

P1: There is a positive relationship between the habitual dependence on Internet communication and consumption information contribution to the EWOMS.

P2: There is a positive relationship between the opinion leadership behavior and consumption information contribution to the EWOMS.

On the other hand, social cognition theorists posit that human behaviors reflect complex mental information processing outcomes. The information processing perspective of goal pursuit indicates two major inputs of goal perception and pursuit. One source of input is environmental stimuli; the other is the individual's memory of past relevant experiences. In the context of electronic word-of-mouth communication, environmental stimuli represent the various incentives offered by the system. Meanwhile the consumer's memory of her past consumption encounters might also produce certain goals. According to the goal theories, the perceived goals from different sources will be subjected to cognitive evaluations before they become operative and direct the consumer to act accordingly (Harackiewicz, Durik and Barron 2005). The cognitive evaluation of the perceived goal determines the extent to which the perceived goal is really accepted by the targets (Janiszewski and van Osselaer 2005) and generally centers on the individual's evaluation of the attractiveness of the goal (Brehm and Self 1989, Wright and Brehm 1989) and of the probability of goal attainment (Austin and Vancouver 1996, Heckhausen 1977). The perceived goal may yield varied attractions to different subjects due to their individual characteristics such as dispositions, interests, and competence (Brehm and Self 1989, Wright and Brehm 1989). The expected probability of goal attainment reflects the difficulty of achieving the aroused goal. Generally, the individual will feel a low probability to attain a goal if the environmental uncertainty is high or she lacks the required capability.

Information contributed to publicly accessible information system becomes a type of public good. To promote contribution, many intervention programs have been devised and monetary compensation is one of the most commonly adopted methods (Avery, Resnick and Zeckhauser 1999). We propose:

P3: There is a positive relationship between the perceived economic goal associated with EWOMS and consumption information contribution to EWOMS when the consumer perceives the economic goal to be attractive.

P4: There is a positive relationship between the perceived economic goal associated with EWOMS and consumption information contribution to EWOMS when the consumer perceives the economic goal to be attainable.

The recognition of an individual's effort, knowledge, helpfulness, and contribution in the form of prestigious status is another incentive deployed in some EWOMS. Such recognition is another type of payoff to compensate the individual's contribution (Butler et al 2002). Extending the findings of information processing view of goal pursuit, we propose:

P5: There is a positive relationship between the perceived status goal associated with EWOMS and consumption information contribution to EWOMS when the consumer perceives the status goal to be attractive.

P6: There is a positive relationship between the perceived status goal associated with EWOMS and consumption information contribution to EWOMS when the consumer perceives the status goal to be attainable.

The reciprocation goal has been associated with offline word-of-mouth communication and also observed in online channel (Bailey 2004). People are found to share their satisfaction with a product through recommendations or to warn others against a bad product through complaints. We attribute this behavior to the goal of reciprocation. Reciprocation is defined as the act of returning the positive or negative residue that the individual obtains in consumption through influencing other consumers' engagement with the product. The influence of the perception of the reciprocation goal on EWOMS participation depends on the valence of the consumer's past consumption experience and the cognitive processing of the reciprocation goal.

P7: The relationship between the perceived negative (positive) reciprocation goal associated with EWOMS and consumption information contribution to EWOMS will be positive for consumers who have negative (positive) product experiences and at same time endorse the negative (positive) reciprocity norm.

P8: The relationship between the perceived negative (positive) reciprocation goal associated with EWOMS and consumption information contribution to EWOMS will be positive for consumers who have negative (positive) consumption experiences and at same time perceive the online reciprocation to be attainable.

The proposed dual-process goal pursuit model of information contribution to EWOMS will be validated through empirical studies. Currently experimental systems that manipulate the system incentive variables (monetary rewards and status identification) are being constructed and the instruments that measure the constructs are being developed.

PHD Student Workshop Program

Table 1

ChongWoo Park, Georgia State University: *Factors Influencing a Software Developer's Information Seeking Behavior: Perceived Problem Complexity and Perceived Time Pressure*

James Wolf, Ohio State University: *Do Online Auction Bidders "Really" Want to Win the Item, or Do They Simply Want to Win?*

Faculty Discussants: Norm Johnson, Terrie Shaft, Glenn Browne

Table 2

Olivier Caya, McGill University: *Information Technologies, Knowledge Integration, and Performance in Virtual Teams: An Empirical Assessment*

Shaosong Ou, University of Southern California: *Interdependence, Cognitive Elaboration and Learning on Internet Discussion Group: The Two-Tier Impact of the Rating Systems*

Faculty Discussants: Ray Henry, Alberto Espinosa

Table 3

Haiyan Fan, Texas A&M University: *Work or Play, or Work and Play? A Study of User Metamotivational States in Structuring User Experience*

Tina Blegind Jensen, Aarhus School of Business: *Implementing the Electronic Patient Record in Hospitals*

Faculty Discussants: Susan Gasson, Deb Armstrong