Ph.D. Seminar (HEC/McGill)
INSY 706 : Information Technology Acceptance and Usage
Winter 2011

Instructor: Professor Liette Lapointe
Office: Bronfman 588
Phone: (514) 398-8950
E-Mail: liette.lapointe@mcgill.ca

Course Schedule: Thursdays: 9:00am-12:00am
Room: BRONF: 310

OBJECTIVES
The main objective of this seminar is to provide students with a deep understanding of the literature on individual and organizational acceptance/usage of information technologies (IT), which constitutes an important research domain in the IS field. Typically, the notions of acceptance, resistance and usage essentially refer to how users react to the implementation of new IT.

Over the years, numerous approaches and theories have been proposed in IS to try to explain user behaviors. The seminar will cover the fundamental theories underlying these approaches as well as their application in IS. The seminar will include the literature that focuses on understanding user acceptance/resistance as well as some of the alternative and integrative approaches that have recently been suggested in its study.

PEDAGOGICAL APPROACH
The seminar requires an in-depth analysis and comprehension of the different theoretical approaches that IS researchers have employed to study IT acceptance and use. As such, students are required to fully understand the content of each reading in order to be able to answer the questions that will be asked before and during the seminar, as well as to actively participate in and contribute to class discussions. This means carefully reading all papers for each class (with most papers requiring multiple readings for a good understanding of their content) and to establish links between the different readings.

The seminar will require active participation from the students. The students are required to hand in 9 weekly papers to be submitted before each session. The students will also develop a research proposal on a topic related to the content of the seminar to be submitted and presented in class at the end of the semester.
EVALUATION

Participation 15 %
Weekly papers 45 %
Model of user acceptance 10 %
Final paper (Research proposal) 30 %

Weekly Papers

Students will have to hand in a paper (maximum length = 3 pages, single space) that will usually briefly synthesize the readings, analyze them, and present the student’s view on the topic. In order to stimulate and orient each student’s reflection and preparation, a series of questions will sometimes be proposed by the professor. There will be 9 such papers to be handed in during the course.

Final Paper

Each student will write and submit a research proposal on the general topic of IT acceptance and usage. The selection of the specific topic and research question is left to the students with the only requirement being that the proposed research examine the antecedents or consequences of at least one key concept studied in the course. Students should first discuss their ideas with the professor and submit a preliminary draft of their proposal in week 7 for approval.

Session-by-Session Schedule

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<th>Date</th>
<th>Description</th>
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<td>January 6</td>
<td>Course Introduction + Concepts of IT Acceptance and Usage</td>
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<td>2</td>
<td>January 13</td>
<td>Theory of Reasoned Action/Theory of Planned Behavior</td>
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<td>3</td>
<td>January 20</td>
<td>The Technology Acceptance Model: Foundations, Concepts and Models</td>
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<td>January 27</td>
<td>The Technology Acceptance Model: Contributions and Limitations</td>
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<td>5</td>
<td>February 3</td>
<td>The Social Cognitive Theory</td>
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<td>Diffusion of Innovations Theory- Individual View</td>
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<td>February 24</td>
<td>Continuance and Post-Adoptive Behaviors</td>
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<td>Reading week</td>
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<td>10</td>
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<td>Developing a model of User Acceptance</td>
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<td>March 17</td>
<td>IT Resistance</td>
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<td>Alternate Approaches to Studying IT Acceptance and Usage</td>
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<td>13</td>
<td>March 31</td>
<td>Integrative Models of IT Acceptance and Usage</td>
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<td>14</td>
<td>April 17 or 14</td>
<td>Presentation of final Papers (TBD)</td>
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Readings

Week 1: Concepts of IT Acceptance and Usage

This theme covers the definition and measure of the concepts of user acceptance and usage. It also presents the main paradigms used to study acceptance and usage in IS.


Weeks 2-7: Main paradigms of IT acceptance and usage

We will examine the main theoretical approached that have been used in IS to study user acceptance and usage, including the Theory of Reasoned Action, Technology Acceptance Model, Social Cognitive Theory, Diffusion of Innovation Theory.

Week 2: Theory of Reasoned Action/Theory of Planned Behavior


**Week 3: The Technology Acceptance Model: Foundations, Concepts and Models**


**Week 4: The Technology Acceptance Model: Contributions and Limitations**


Goodhue, D.L., “Comment on Benbasat and Barki’s “Quo Vadis TAM” article” *Journal of the Association for Information Systems*, April 2007, Volume 8, Issue 4, Article 4, pp. 219-22.


**Week 5: Social Cognitive Theory**


**Week 6: Diffusion of Innovations Theory- Individual View**


Compeau, D.R., D.B. Meister and C.A. Higgins "From Prediction to Explanation: Reconceptualizing and Extending the Perceived Characteristics of Innovating"


Week 7: Diffusion of Innovations Theory II- Organizational View


Week 8: Continuance and Post-Adoptive Behaviors


**Weeks 10 – 13: Alternative approaches to studying IT acceptance and use**

In addition to the different approaches covered previously, the course will present alternative models of acceptance, including resistance, equity theory, expectation confirmation/disconfirmation, user adaptation, and some integrative models of acceptance.

**Week 10: Developing a model of User Acceptance**

The objective of this session is the development of an original model of user acceptance and usage based on relevant concepts or theoretical approaches that have not yet been studied in the IS literature. The students are asked to explore the relevant literatures (e.g., management, psychology, organizational behavior) to identify concepts that can be influential in existing models of acceptance and usage and to develop a research model and hypotheses linking them.

**Week 11: IT Resistance**


**Week 12: Alternative Models of IT Acceptance and Usage**


**Week 13: Integrative Models of IT Acceptance and Usage**


**Week 14: Presentation of Final Papers**

**Academic Integrity**

*McGill University values academic integrity. Therefore all students must understand the meaning and consequences of cheating, plagiarism and other academic offences under the Code of Student Conduct and Disciplinary Procedures (see [www.mcgill.ca/integrity](http://www.mcgill.ca/integrity) for more information).*

Three copies of a book entitled *Doing honest work: how to prepare citations, avoid plagiarism, and achieve academic success* are available on Reserve in the library at call number PN171 F56 L56 2004.

**Guest Speakers**

Guest speakers will be invited. The schedule might have to be adjusted to accommodate their availability.