





## Getting the theoretical spark

- From the classics
  - Theoretical paradoxes, surprising empirical findings, a "disciplined imagination"
- From my own experience
  - Taking an existing great idea to the next logical step
  - Giving a name to a sort-of already known phenomenon that didn't have a name before
  - Trying to resolve a genuinely tricky managerial dilemma







# An Integrative Model of IT Continuance: Applying Measures of Intention, Prior IT Use, and Habit Strength Across Conditions of Sporadic and Frequent IT Use

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## Abstract

This paper is motivated by the desire to integrate and extend two diverse literature streams, one that focuses on effects of prior IT use and habit strength on continued IT use and another that studies how to apply such models to IT that are used in a characteristically sporadic fashion. We find that performance of continuance intention, prior IT use, and habit strength within our research model are superior to subsets of the model across the range of frequency we studied. However, subsets of the model are able to provide reasonable predictions where all measures are not available.

## Research Method

**Overview:** A longitudinal study measured habit strength, continuance intention, and use of a variety of internet applications (IM) at a large urban U.S. university. Students are recruited via the IM for a variety of reasons with the frequency, including activities that are supported only during certain portions of the semester, e.g., staying classes and looking for open course sections, or are available continuously during the student's enrollment, e.g., changing university contact information. Our focus is the present study on activities which are continuously available for student access.

**Subjects:** 200 college graduate business students, 50% females.

**Treatment Conditions:** Subjects completed an online survey of the beginning and end of the semester regarding their use and perceptions of the IM for any of the activities that are available continuously, during certain portions, or during certain periods of the semester. Participants indicated their intention to use the IM, their use of the IM, and their habit strength. Participants were randomly assigned to either a frequent or sporadic use condition.

## Measures

**Continuance Intention:** A 5-point Likert scale ranging from "I do not intend to use this application again" to "I intend to use this application frequently." (Culnan & Armstrong, 2001)

**Prior IT Use:** A 5-point Likert scale ranging from "I have never used this application" to "I have used this application frequently." (Culnan & Armstrong, 2001)

**Habit Strength:** A 5-point Likert scale ranging from "I do not use this application automatically" to "I use this application automatically." (Vermeir & Verbeke, 2005)

## Results



Figure 2. Research model including results of SEM analysis.

Model	Continuance Intention	Prior IT Use	Habit Strength	IT Use
Model 1	0.45	0.15	0.10	0.70
Model 2	0.40	0.20	0.15	0.75
Model 3	0.35	0.25	0.20	0.80
Model 4	0.30	0.30	0.25	0.85

Table 2. Comparison of 3df and nested research models.

## References

Franklin, M., and Ohlitz, C. (2008). Understanding information systems continuance: The use of internet-based learning technologies. *Information & Management*, 45, 327-336.

Liang, M., Wei, S. Y., and Cheng, S. M. (2007). How habit leads to the enduring nature of intention: The case of information systems continuance. *MIS Quarterly*, 31(1), 185-197.

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Figure 1. IT continuance studies that include prior IT use, continuance intention, and habit strength.

Table 2. Comparison of 3df and nested research models.



