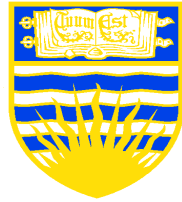


adoption and diffusion research  
in information systems

*QUO VADIS?*



Izak Benbasat

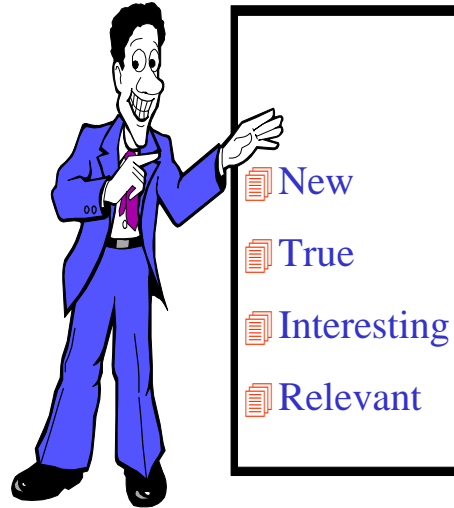
University of British Columbia

**DIGIT WORKSHOP**

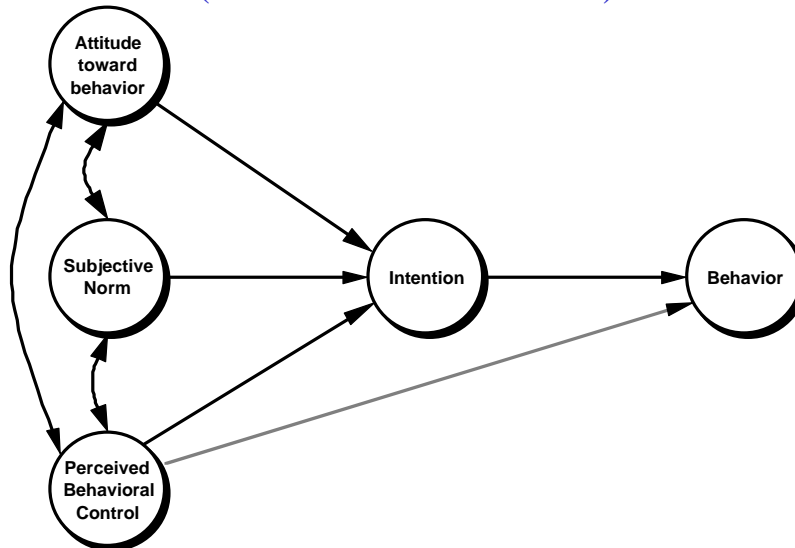
**ICIS 2000**

The views expressed here are my  
own, and **not** necessarily those of  
the EIC of *ISR*

## CRITERIA FOR EVALUATION



## Theory of Planned Behavior (TPB) (focus on the individual)



## OPINION #1:



The determinants of intentions (attitude, subjective, norms, perceived behavioral control) are known; there is no need to reinvent TPB via TAM (not new).

## OPINION #2:

As a general theory of adoption, the relationships between attitude, subjective, norms, perceived behavioral control and intentions are well-understood and robust (not new).



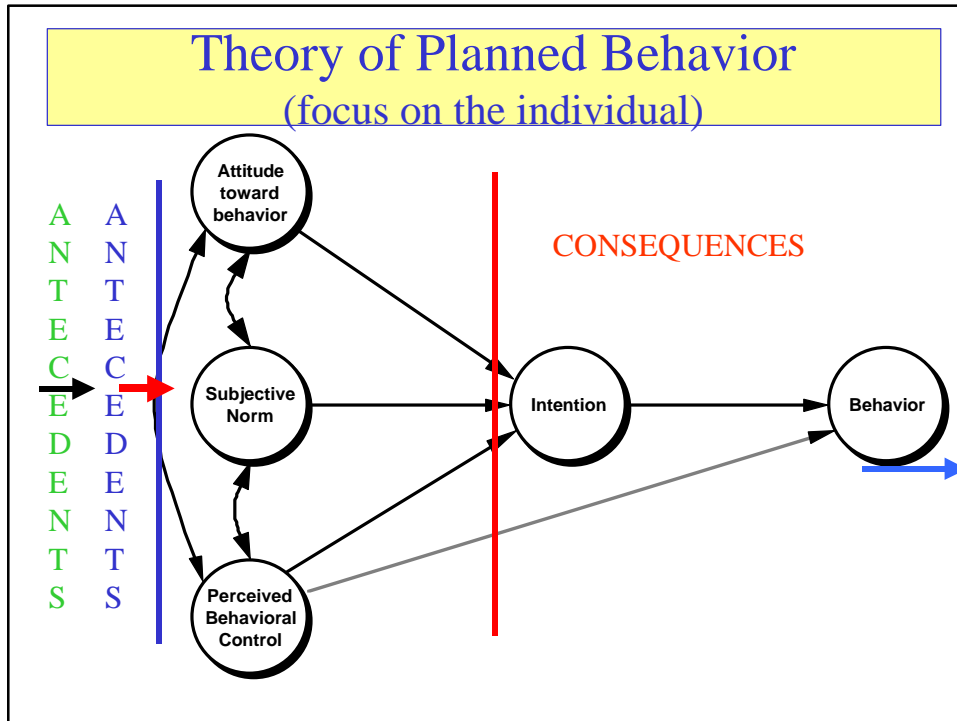
### OPINION #3:

The measures of attitude, subjective, norms, perceived behavioral control and intentions are valid and reliable (with minor exceptions) (not new).

### OPINION #4:

**Moderators** of the impact of attitude, subjective, norms, perceived behavioral control on intentions that are of the form “**individual differences**” are not interesting.

Focus on IT-relationships, context and roles.



## OPINION #5:

Do not venture far beyond the first level of antecedents (attitude, subjective, norms, and perceived behavioral control).

The nature of the research changes at that level from determinants of intentions to **determinants of antecedents**, e.g. rational or social influences (not relevant).

**OPINION #6:**

**Where is IT?**  
**“Breadbox Models”**

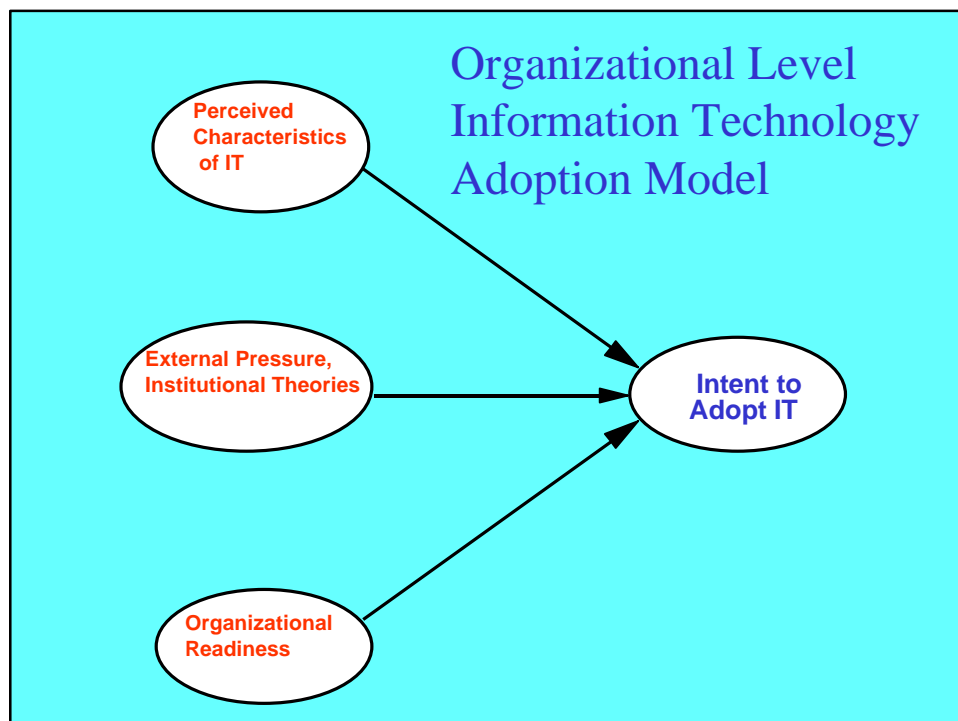
**OPINION #6 (continued):**


Focus on **variations in consequences** (IT and IT related behavior) is new and interesting.

Develop a taxonomy of IT & IT related behaviors and investigate the different impacts of attitude, subjective, norms, and perceived behavioral control.

## OPINION #7:

Focus on **organizational level** adoption.





**OPINION #7:**

Focus on **IT features** as the last level of antecedents.

Put spotlight on IT and away from a sole emphasis on **perceptions** of IT (new and interesting and relevant).