Ph.D. Seminar (HEC/McGill)
INSY 706 : Information Technology Acceptance and Usage
Winter 2015

Instructor: Professor Liette Lapointe
Office: Bronfman 569
E-Mail: liette.lapointe@mcgill.ca

Course Schedule: Thursdays: 10:00am-1:00pm
Room: Bronfman Building - room 310

OBJECTIVES

The main objective of this seminar is to provide students with a deep understanding of the literature on individual and organizational acceptance, resistance and use of information technologies (IT), which constitutes an important stream of research in the IS field.

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. With regards to workload, the students will be required to hand in three short papers (including one review) to be submitted the day before the related session (see * in the session-by-session schedule provided below). Students will also be expected to lead half of one session during the semester. Finally, they are expected to develop an innovative research model (Week 8) and to develop a research proposal on a topic related to the content of the seminar. The final paper/research proposal is to be submitted and presented in class at the end of the semester.
EVALUATION

<table>
<thead>
<tr>
<th>Participation</th>
<th>15 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short papers</td>
<td>30 %</td>
</tr>
<tr>
<td>Session lead</td>
<td>15 %</td>
</tr>
<tr>
<td>Innovative model</td>
<td>10 %</td>
</tr>
<tr>
<td>Final paper</td>
<td>30 %</td>
</tr>
</tbody>
</table>

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 for approval. The paper has to be presented in the last session of the semester (date TBD)

Session-by-Session Schedule

<table>
<thead>
<tr>
<th>Class</th>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>January 8</td>
<td>Course Introduction + Concepts of IT Acceptance and Usage</td>
</tr>
<tr>
<td>2*</td>
<td>January 15</td>
<td>The Social Cognitive Theory and Self-efficacy</td>
</tr>
<tr>
<td>3</td>
<td>January 22</td>
<td>Theory of Reasoned Action/Theory of Planned Behavior</td>
</tr>
<tr>
<td>4</td>
<td>January 29</td>
<td>The Technology Acceptance Model : Foundations, Concepts and Models</td>
</tr>
<tr>
<td>5*</td>
<td>February 5</td>
<td>The Technology Acceptance Model : Contributions and Limitations</td>
</tr>
<tr>
<td>6</td>
<td>February 12</td>
<td>Diffusion of Innovations Theory- Individual and Organizational Views</td>
</tr>
<tr>
<td>7</td>
<td>February 19</td>
<td>Post-Adoptive Behaviors</td>
</tr>
<tr>
<td>8</td>
<td>February 26</td>
<td>Students’ presentations – Innovative Model</td>
</tr>
<tr>
<td>9</td>
<td>March 05</td>
<td>Reading week</td>
</tr>
<tr>
<td>10</td>
<td>March 12</td>
<td>IT Resistance</td>
</tr>
<tr>
<td>11</td>
<td>March 19</td>
<td>Alternate Approaches</td>
</tr>
<tr>
<td>12*</td>
<td>March 26</td>
<td>Integrative Models</td>
</tr>
<tr>
<td>13-14</td>
<td>TBD</td>
<td>Presentation of final Papers</td>
</tr>
</tbody>
</table>
**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: Social Cognitive Theory**


Negoița, B., and Lapointe, L. Developing an individual-level model of effective use: The role of IT literacy in the *Proceedings of the Conference of the Administrative Sciences Association of Canada* (ASAC), 2012, St. John’s, Newfoundland and Labrador, CANADA.

**Week 3: Theory of Reasoned Action/Theory of Planned Behavior**


**Week 4: The Technology Acceptance Model: Foundations, Concepts and Models**


**Week 5: 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 6: Diffusion of Innovations Theory


Week 7: Post-Adoptive Behaviors


Vaghefi, I. and L. Lapointe “An Investigation of User Liability to IT Addiction” – Will be distributed
Week 8: Developing a model of User Acceptance

The objective of this session is the development of an original model of user acceptance, resistance or 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 propose an innovative research model.

Weeks 10 – 12: Alternative approaches to studying IT acceptance and use

In addition to the different approaches covered previously, the course will focus on resistance and will present alternative models of acceptance as well as some integrative models of acceptance.

Week 10: Resistance to IT


Week 11: Alternative Models


**Week 12: Integrative Models**


**One paper to be reviewed will also be distributed**

**Week 13-14: 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 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.