

User Acceptance and TAM

Questions for Discussion

Davis (1989)

1. Why do we need validated measures for system use?
2. How were the clusters identified? Do they have face validity for measuring technology acceptance?
3. Why did Davis reduce his scale to six items?
4. Why do you think the author used a smaller sample in the second study?
5. What relationships existed in both studies? Why are these important findings?
6. Do you feel the use of self-reported measures of usage limit Davis's findings? Are there any validity or reliability issues with this?
7. Do you feel these findings could apply to the acceptance of systems not used for work (for example, Facebook)? Why or why not?

Davis, Bagozzi, and Warshaw (1989)

1. What are the main causes of behavioral intention in TRA? What are the antecedent concepts that affect these? What relations are theorized between these and actual behavior?
2. What are the key constructs of TAM? How are they related? How and why do these differ from the concepts and relations of TRA?
3. What role do time and context play in TRA and TAM?
4. What limitations does Davis et al.'s study face, both reported and unreported? In particular, do you feel the single-item scales used for some TRA items influenced the results?
5. What further research did the authors suggest?

Mathieson (1991)

1. Which criteria did Mathieson use to compare TAM and TPB?
2. What are the main differences in TPB when compared to TRA and TAM?
3. What measures did Mathieson use for the two models he tested? Are there any issues with the validity and reliability of the scales he used (see p. 183)? If so, what are they and why are they problematic?
4. Did Mathieson identify one model as better than the other? If so, which? How should a researcher or practitioner decide between the two models for predicting system use and user acceptance of technology?

Adams, Nelson, and Todd (1992)

1. Why and how did this study significantly contribute to the field? What did it contribute to the development of TAM?
2. How did the measures Adams et al. used differ from those of Davis (1989)? Why were they different? Do you agree with the changes?
3. Besides confirming the validity and reliability of the scales, what other significant findings emerged from Study 1?
4. Why do you think two of the usefulness items in Study 2 loaded on the ease-of-use scale, instead, for the Harvard Graphics users? How significant is this issue?
5. What were the key findings of Study 2? What interesting findings were not expected? What reasons do Adams et al. propose to account for these? Do you think other reasons, models, or theories could account for these?
6. Davis (1989) and Adams et al. (1992) termed their work at the time a “scale,” while other articles we read have called TAM a “model.” Ajzen and Fishbein, meanwhile, have labeled TRA and TPB as “theories.” Which of these labels do you think best applies to TAM, TRA, and TPB? Why?

Segars and Grover (1993)

1. What are the pros and cons of each of the approaches Segars and Grover discussed to establishing construct validity? Which approach did they choose to use, and why?
2. How did the authors improve the model fit in their respecification of the model? What evidence showed the improved fit?
3. Are there any remaining issues with the respecified model? If so, what are they?
4. What does Segars and Grover’s adjusted, three-factor model mean for TAM and studies of technology use?
5. Why do you think this research note has been highly cited?

Taylor and Todd (1995, ISR)

1. What did Taylor and Todd identify as the main issues with previous studies of system use and user acceptance, both those using TAM and those using TPB?
2. How did the authors construct their decomposed TPB model? What advantages did it have? How does it relate to TAM?
3. From the model tests the authors performed, which paths were not significant in each model? What other issues did they identify with each model?
4. How do Taylor and Todd’s findings compare to those of others we read?
5. Which criteria should be used to evaluate the performance of the models? Which model do you think would you be most likely to select? Are there cases where another model would be a better choice?
6. What further research on technology use and user acceptance did the authors suggest?

Taylor and Todd (1995, MISQ)

1. In their research note, what concepts did Taylor and Todd add to TAM? Why? How does the resulting model differ from TPB?
2. Why is prior experience an important factor to explore? What relationship between it and system use did the authors hypothesize? What differences in the model did they expect? What reasons did they give for these hypotheses?
3. Which hypothesized / expected findings were confirmed? Which findings were unexpected? What key differences were found based on experience?
4. What are the implications of Taylor and Todd's findings for (a) user training, (b) system design, (c) system implementation, and/or (d) user acceptance of technology? What implications are there for research in these areas and on TAM, TRA, and TPB?

Szajna (1996)

1. Why are two different versions of TAM potentially required? What are the differences between them?
2. Were the results of Szajna's study as she hypothesized? What was unexpected?
3. What did the findings say about self-reported vs. actual usage measures? Why were these findings interesting?
4. Did the author conclude two versions of TAM are required? Do you agree with this conclusion?
5. What key implications does Szajna's study have for user acceptance of technology? What suggestions does she make for future research and work to improve TAM?