Effects of Individual Differences on the Use of Consumer Information Systems — a Series of Essays

Der Rechts- und Wirtschaftswissenschaftlichen Fakultät des Fachbereichs Wirtschaftswissenschaften

der Friedrich-Alexander-Universität Erlangen-Nürnberg zur Erlangung des Doktorgrades Dr. rer. pol.

vorgelegt von Herrn Tarun Goyal
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table of Contents</td>
<td>3</td>
</tr>
<tr>
<td>List of Abbreviations</td>
<td>9</td>
</tr>
<tr>
<td>List of Tables</td>
<td>10</td>
</tr>
<tr>
<td>List of Figures</td>
<td>12</td>
</tr>
<tr>
<td>I. Introduction</td>
<td>13</td>
</tr>
<tr>
<td>References</td>
<td>21</td>
</tr>
<tr>
<td>II. Individual Differences in E-Commerce Research:</td>
<td>24</td>
</tr>
<tr>
<td>Review and Directions for Future Research</td>
<td></td>
</tr>
<tr>
<td>1. Abstract</td>
<td>25</td>
</tr>
<tr>
<td>2. Introduction</td>
<td>26</td>
</tr>
<tr>
<td>3. Theoretical Background</td>
<td>28</td>
</tr>
<tr>
<td>3.1. The Concept of Individual Differences and its Relevance in IS Research</td>
<td>28</td>
</tr>
<tr>
<td>3.2. E-Commerce Research</td>
<td>30</td>
</tr>
<tr>
<td>4. Research Methodology</td>
<td>31</td>
</tr>
<tr>
<td>5. Findings</td>
<td>34</td>
</tr>
<tr>
<td>5.1. Individual Differences studied in the Literature</td>
<td>34</td>
</tr>
<tr>
<td>5.2. Conceptualizations of Individual Differences used in the Literature</td>
<td>37</td>
</tr>
<tr>
<td>5.3 E-Commerce Streams studied in the Literature</td>
<td>38</td>
</tr>
<tr>
<td>5.4. Main Effects of Individual Differences found in the Literature</td>
<td>41</td>
</tr>
<tr>
<td>5.5. Reflection on the Theoretical Findings</td>
<td>49</td>
</tr>
<tr>
<td>5.6. Analysis of Methodology</td>
<td>52</td>
</tr>
</tbody>
</table>
III. The Role of Political Ideology in Determining Online Consumer Review Characteristics

1. Abstract

2. Introduction

3. Online Consumer Reviews

4. Theoretical Background on Political Ideology
   4.1. Political Ideology Research on Human Behavior
   4.2. Political Ideology in Information Systems Research

5. Linking Online Reviews and Political Ideology
   5.1. Cognitive Complexity and Argument Diversity
   5.2. Negativity Bias and Language Valence in Online Reviews
   5.3. Altruism and Review Depth

6. Methodology
   6.1. Data Sample
   6.2. Measures
   6.3. Control Variables
   6.4. Selection of Regression Models

7. Results
   7.1. Descriptives
IV. Politicizing the Web: Why Political Ideology may be crucial to Personalization

1. Introduction
2. How Personality Predicts Political Ideology
3. Using Political Ideology in E-commerce Personalization
   3.1. Product Pages
   3.2. Consumer Reviews
   3.3. Product Recommendations
4. Using Political Ideology in Advertising Personalization
   4.1. Complexity
   4.2. Framing
   4.3. Stylistic Elements
   4.4. Peripheral Cues
5. Conclusion
6. References

V. The Cost of Sharing: The Effect of Sharing Inclination on Information Overload

1. Abstract
2. Introduction
3. Information Sharing Inclination and Its Benefits
4. Information Overload as a Cost of Sharing
5. Linking Sharing and Information Overload
5.1. Information Appraisal 168
5.2. Asynchronous Interactivity 169
6. Moderating Effect of Need for Cognition 171
7. Methodology 173
   7.1. Data Sample 173
   7.2. Measures 173
   7.3. Control Variables 176
   7.4. Robustness Checks for Common Method Bias 177
8. Results 177
9. Post Hoc Analysis on Demographic Effects 179
10. Discussion 181
11. Limitations and Future Research 185
12. References 187
13. Appendix 195

VI. Conclusion 196

References 198

VII. Supplement A: Intolerance of Ambiguity as a Predictor of Digital Piracy Behavior: The Case of File Sharing and Online Streaming Use 199

1. Abstract 200
2. Introduction 201
3. Digital Piracy Behavior and Intolerance of Ambiguity 203
4. Methodology 206
   4.1. Data Sample 206
   4.2. Measuring Intolerance of Ambiguity 206