Title: Information Avoidance Behavior - A NeuroIS Study

Speaker: Mr. Tillmann Neben
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Chaired by: Dr Jiang Zhenhui, Jack, Associate Professor, School of Computing
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Abstract:
This talk introduces an explanatory model of information avoidance behavior and examines its hypotheses using psychophysiological methods. It integrates existing but partially conflicting explanations into a coherent positivist model based on Coping Theory. The existence of two distinct but interlinked causal pathways to information avoidance will be outlined.

Due to the involvement of cognition as well as affect, the usefulness of traditional measurement methods alone is deemed to be limited. Thus, recent advances from NeuroIS research are used for integrating psychophysiological measures into an extended, triangulated measurement protocol.

The presentation makes three important contributions by 1. developing a theoretical model for studying information avoidance which has received little attention in IS research, 2. exemplifying the derivation and instantiation of a NeuroIS measurement model and the selection of appropriate NeuroIS methods for scrutinizing the theoretical information avoidance model, and 3. providing guidelines for how to conduct eye-tracking, pupillometry, and facial electromyography measurements as well as how to subsequently derive meaning from the initial data collected.

Biodata:
Tillmann Neben is a doctoral fellow and research assistant at the Chair for General Management and Information Systems, Prof. Dr. Armin Heinzl, at the University of Mannheim in Germany. He holds a scholarship from the German Research Council (DFG), and is currently working on a multi-year research project on human information behavior and information avoidance (funded by the DFG). His work is concerned with individual behavior and decision-making, and his experiments integrate psychophysiological measures, in particular eye-tracking, facial electromyography, pupillometry, and measurement of the electrodermal activity. Full biographical information is available at: http://wifo1.bwl.uni-mannheim.de/?id=4667