Information Adoption of User-Generated Content: An Applied Model for COVID Pandemic Case

Wei Xie
Xiew1@appstate.edu
Computer Information Systems
Appalachian State University
Boone, NC 28608

Gurpreet Dhillon
Gurpreet.dhillon@unt.edu
Information Technology and Decision Sciences
University of North Texas
Denton, TX 76203

Abstract
This study proposes and empirically tests an alternative information adoption model to investigate how information quality and religiosity impact people's intake of user-generated COVID vaccination information posted on social media. Our results based on 359 survey responses suggest that the two constructs examined significantly impact the perceived usefulness of the user-generated vaccination information and the subsequent vaccination intention. Furthermore, our model shows that religiosity exerts a supplementary partial mediating impact through the information evaluation process, adding empirical evidence to clarify the inconsistency of direct and indirect effects from extant studies. This theory-guided applied study aims to decipher vaccination intention specifically and contributes to building knowledge about user-generated content and the online information adoption process in general.

Keywords: user-generated content, knowledge adoption, religiosity, vaccination hesitancy, elaboration likelihood

A full and updated version of this abstract may be found at https://jisar.org