

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

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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>