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Shuktika Chatterjee University of Nevada, Las Vegas, shuktika.chatterjee@unlv.edu

Dora Chatterjee Coral Academy of Science, Las Vegas, 2022.dora.chatterjee@my.caslv.org

Sutirtha Chatterjee *UNLV*, sutirtha.chatterjee@unlv.edu

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# The Effect of Moral and Political Ideology on Intention to Adopt E-government Services

TREO Talk Paper

# Shuktika Chatterjee

**Dora Chatterjee** 

UNLV, <u>shuktika.chatterjee@unlv.edu</u> CASLV, <u>2022.dora.chatterjee@my.caslv.org</u>
Sutirtha Chatterjee

UNLV, sutirtha.chatterjee@unlv.edu

### **Abstract**

Research has often investigated factors that influence adoption of E-government services. However, most of these studies tend to primarily draw upon the technology acceptance model (TAM) or its variations, such as the unified theory of acceptance and use of technology (UTAUT). An alternate understanding of adoption of E-government services is perhaps warranted and will be a useful addition to prior literature. In this research, we propose a novel ideological perspective, by investigating the effect of moral and political ideologies on the intention to adopt E-government services. Our proposed theoretical model is presented in Figure 1, along with the key definitions and the propositions. Ultimately, our work can be seen as a unique approach highlighting the relevance of ethics in adoption of E-government services - a fairly uncommon focus of investigation. The research will provide useful ethical considerations for academics and practitioners and can ultimately be used to improve use of E-government services.

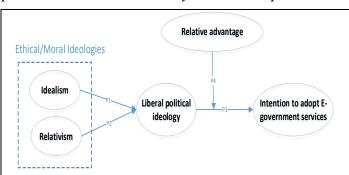


Figure 1. The Theoretical Model

P1: Idealism will positively influence liberal political ideology

P2: Relativism will positively influence liberal political ideology

P3: Liberal political ideology will positively influence intention to adopt E-government services

P4: Relative advantage will positively moderate the influence of liberal political ideology on the intention to adopt E-government services.

### **Definitions:**

**Idealism:** The central idea that any human action should not harm others (Forsyth, O'boyle, & McDaniel, 2008)

**Relativism:** The central idea that human actions should not necessarily subscribe to universal roles of moral conduct (Forsyth et al., 2008)

**Political ideology:** "An interrelated group of political and moral attitudes that have cognitive, affective, and motivational components" (Matute, et al., 2020, p. 6). A liberal political ideology is one which is more left oriented than right oriented

**Relative advantage:** Benefit of using E-government web technologies and online services over other forms of interacting with the government (Carter and Bélanger, 2005).

### References

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