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

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

TREO Talk Paper

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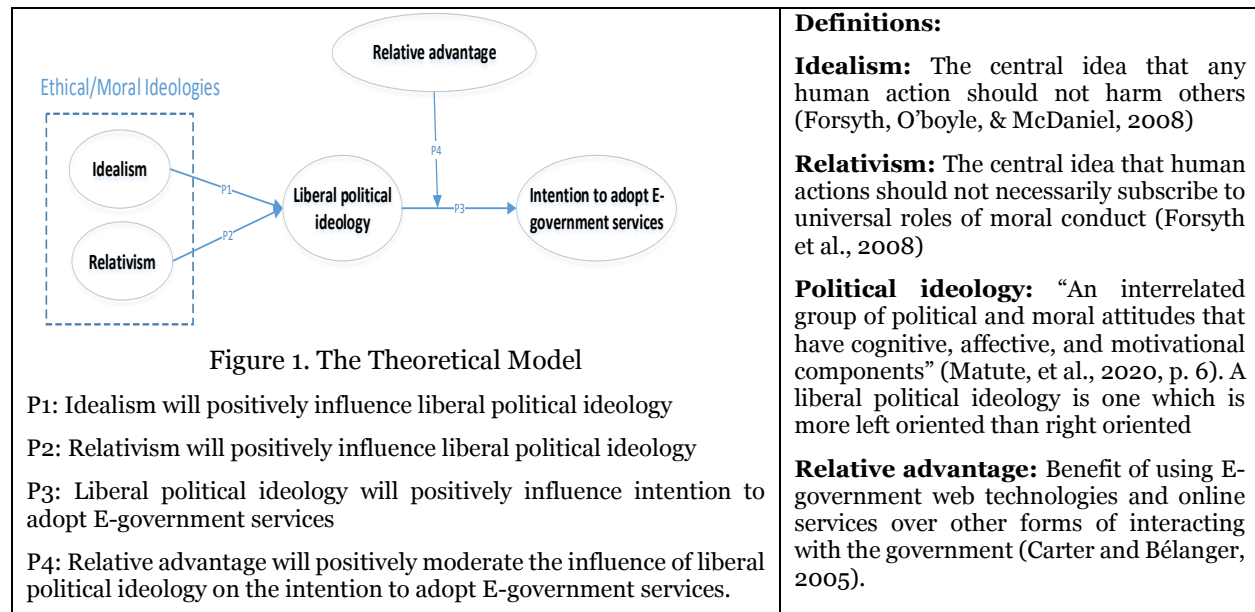
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## Abstract

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.



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