

2007

Measuring Interactivity: An Instrument Development and Initial Assessment of a Model of the Interactivity Construct

Damon Campbell

Washington State University, damon.campbell@cbe.wsu.edu

Ryan Wright

Washington State University, ryantwright@wsu.edu

Follow this and additional works at: <http://aisel.aisnet.org/sighci2007>

Recommended Citation

Campbell, Damon and Wright, Ryan, "Measuring Interactivity: An Instrument Development and Initial Assessment of a Model of the Interactivity Construct" (2007). *SIGHCI 2007 Proceedings*. 8.

<http://aisel.aisnet.org/sighci2007/8>

This material is brought to you by the Special Interest Group on Human-Computer Interaction at AIS Electronic Library (AISeL). It has been accepted for inclusion in SIGHCI 2007 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

Measuring Interactivity: An Instrument Development and Initial Assessment of a Model of the Interactivity Construct

Damon Campbell

Washington State University
damon.campbell@cbe.wsu.edu

Ryan Wright

Washington State University
ryantwright@wsu.edu

ABSTRACT

This research posits a new measurement instrument of the Interactivity construct. This operationalization is based on Steuer's (1992) conceptualization. Steuer (1992) proposed a definition of Interactivity based on the three sub-factors of speed, range, and mapping. However, no articles found in a citation track of Steuer (1992) used these sub-factors in measuring the construct. In order to provide a foundation for further work in this area, measurement items were developed to model interactivity as a formative second-order factor as proposed by Steuer (1992). Two laboratory experiments are used for this purpose. Results from the first exploratory study are presented and identify measurement items for the three sub-factors identified by Steuer (1992). The second study is proposed to confirm the results of study one by statistically comparing the developed instrument to existing instruments, and testing relationships between interactivity and other constructs that have been previously proposed in IS research literature.

KEYWORDS: Interactivity, online advertising, second-order formative factors, instrument development.