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Exploring the "Bright Side" of Technology Use

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As information systems researchers begin to examine the role of information technology in a post-COVID world, it is clear that the issue of working from home will continue to be a topic that will need to be further understood. While the topic of work-life-balance has a long history within the academic literature, previous research has demonstrated the potential for negative impacts for individuals and families as employees embrace this approach. This frame of thought parallels the research on the "dark side" of technology use, with prior work demonstrating the negative consequences of technology use.

In contrast, we are interested in understanding the "bright side" of technology use. We are not alone in calling for a focus on the "bright side" – in a 2017 AMCIS TREO proposal, Agogo and Hess (2017) proposed a "bright side" research agenda by mapping "dark side" constructs (such as technostress) with a set of corresponding "bright side" constructs. We aim to complement this work in a post-COVID world by seeking to understand the positive outcomes of IT use associated with working from home.

While previous work-life-balance research has focused on outcomes such as flexibility and boundary control, we seek to contribute to the body of literature in two areas: (1) By refining the elements of a construct of "bright side," or positive outcomes of technology adoption that are native to the field of IS and (2) By positioning this new construct within the broader technology adoption literature to understand the drivers of these outcomes. In our talk, we will present initial empirical work that validates our new construct, including the dimensions that we have discovered.

Reference

Agogo, David and Hess, Traci, "'Ying and Yang': Integrating the Bright Side into Dark Side Research in IS" (2017). *AMCIS 2017 TREOs*. 86.

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