AMCIS 2017 Influential Factors that Advance mHealth Application Usage

Emergent Research Forum paper

Chad McCanney
Department of Digital Forensics
School of Business, University at Albany
cmccanney@albany.edu

Victoria Kisekka, PhD.
Department of Digital Forensics
School of Business, University at Albany
vkisekka@albany.edu

Abstract

The primary focus of this research in progress is to investigate the use of mobile healthcare applications (mHealth applications) and identify the factors that influence the use of smart phone mHealth apps. We adopt the Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh, Morris, Davis, & Davis, 2003) to examine how mHealth applications are impacted by the following information assurance factors: Information Clarity, Information Policy, Security Behavior, Ease of Use, User Trust, Prior Experience and Extent of information control. Our research uses survey data from The Pew Internet and American Life Project to test the hypothesized model. Findings suggest that ease of use and the extent of information control have a positive association with patients’ use of mHealth. These results have implications for mHealth app developers. Specifically, mHealth apps must be user friendly to facilitate use. We also recommend giving users options for controlling their personal information. These findings also have implications for policy makers, as well as hospital administrators who are interested in improving patient adoption of mHealth.

Keywords

mHealth, information control, security, privacy

References