

# **No One Will Help You if You Won't Help Yourself**

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## **Abstract**

This study seeks to extend the research on IT service. When faced with a technological problem, individuals are seeking the help of experts in online communities formed around crowdsourced IT service platforms (e.g., stackoverflow). When engaging in IT self-service, solving their IT problems without calling upon the help of the IT department, individuals are exploiting resources outside the boundaries of their organizations. We will adopt a working alliance perspective, a perspective originated in the cognitive-behavioral therapy (CBT) that looks at the relationship between a counselor and a counselee when trying to resolve a systemic problem. Applied to the context of IT self-service, we are trying to explain if and when an individual who is seeking IT help will accept the advice provided by others on the IT service platform. We will analyze the data “harvested” from around 125,000 requests posted by approximately 6,000 users who are seeking help with regards to the statistical software package R on Stackoverflow.