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ABSTRACT

Information systems (IS) play an important role in business organizations. Organizations are increasingly dependent on IS in order to resolve operating difficulties and provide problem solutions. This study aims to explain IS usage behavior, that portrays two important psychological traits (least effort and social interaction) from an evolutionary psychology perspective. Based on these two psychological traits, a new evolutionary theory, namely the technology interaction theory, is integrated into this new theory.

Two propositions are provided by this study: (1) Increases in the degree of interaction within a system/technology lead to decreases in the degree of cognitive effort required from an individual to use the system/technology to accomplish a task. (2) Increases in the degree of cognitive adaptation to a system/technology lead to decreases in the degree of cognitive effort required from an individual to use the system/technology to accomplish a task. We collect qualitative data through ZMET of users that use the network communication platform conversion and derive mutual usage consensus within users.

Keywords: evolutionary psychology, least effort, social interaction, technology interaction theory, cognitive adaptation

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