Using Evolutionary Psychology to Explore the Behavior of the Network Communication Platform Conversion

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ABSTRACT

Information systems (IS) plays an important role in a business organizations. Organizations are increasingly dependant 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 technology interaction theory. Self-efficacy theory is integrated into this new theory to explain the different behaviors among individuals who have the same psychological traits. 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 mutualusage consensus within users.

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

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