

ANNA L. MCNAB

STATEMENT OF RESEARCH

My current research studies fall into four main areas of research: 1) human-computer interaction (HCI), 2) social networking, and 3) technology acceptance 4) methodological issues in research. I am primarily interested in studying phenomena at the individual level of analysis using controlled laboratory experiments and surveys; however I have also studied phenomena at the group level of analysis and have experience with secondary data analysis. I am interested in using many different analytical approaches in my research in an effort to best explore the relationships under study. While I gravitate towards quantitative analysis, I appreciate the importance of qualitative analytical approaches and have relied on qualitative data in my own projects to support my quantitative findings. In the future, I would like to continue to primarily conduct research in the areas of 1) HCI (paying specific attention to healthcare systems), and 2) methodological issues in research.

My dissertation research falls into the HCI research stream. The set of studies included in my dissertation explore performance benefits that can be gained from designing applications in support of associative cognitive processing through the use of redundant information cues. The research draws heavily on findings from the research areas of HCI and CHI in information systems and cognitive psychology and integrates these research findings to propose a model that can be used to study interfaces in many different settings. The research relies on dual-processing theories which collectively posit that some information is processed using a fast information-processing mode (associative processing), while other types of information are processed using a slow information processing mode (symbolic processing). The proposed model is validated using a series of laboratory experiments. Results of study 1 suggest that color and location can be successfully used in interface design to increase information retrieval performance speed in a customer service setting. This study is being prepared for submission to the *International Journal of Human Computer Studies*. Study 2 explores the usefulness of associations for information processing under time pressure in emergency response systems and will be submitted to a premier IS journal upon completion. Future studies are proposed to examine the use of personalization to further enhance the performance. My hope for this research stream is to provide prescriptive guidelines for the development of interfaces with superior performance of decision making under time pressure.

My interest in social networking stems from my astonishment of how this technology has so rapidly changed the society around me. Through my research, I would like to better understand the specific sets of factors influencing social networking users' behaviors online and their motivations for online social interactions. The two projects I have been involved in have looked at 1) online disclosure of personal information and how warnings describing potential online

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dangers of this disclosure may impact behavior, and 2) how members of social networks form impressions about each other based on a digital representation of one's self. The first project is currently under review at the *Journal of Information Technology* while the second study will be pilot tested in January/February 2009.

In the area of technology acceptance I am working on several projects including 1) alternative models of technology acceptance, 2) the influence of culture on acceptance and 3) measurement issues. The first project in this stream of research examines the possibility of explaining technology acceptance decisions through the lens of equity theory and is currently being prepared for a journal re-submission. The second study examines the influence of cultural beliefs on technology acceptance of a web portal and has been accepted with minor revision at *The DATA BASE for Advances in Information Systems*, Special issue on Cultural Issues in Global E-commerce Diffusion, Adoption and Use. Lastly, I have conducted a meta-analytic study of reliability coefficients for perceived ease of use and usefulness reported in the literature over the past twenty years. The manuscript describing this study is targeted for submission to *MIS Quarterly*.

There are many underlying similarities that tie my projects together and create synergies for future research. I have a special interest in studying underlying psychological motivations for specific behaviors when interacting with technology and I am interested in studying phenomena at the individual level of analysis. I believe that these interests are well complemented by my experience in conducting controlled experiments and survey research as these methods allow me to better understand the relationships I am studying. I believe that my course work and early research experience have prepared me well for a successful publishing career in high-quality journals and I am looking forward to collaborating with colleagues who share my passion for research.

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