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# COMMON METHODS BIAS: REPORTS OF ITS DEATH ARE GREATLY EXAGGERATED

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## Abstract

The marker-variable technique (Lindell and Whitney, 2001) has recently been proposed to estimate the magnitude of the bias in the findings of mono-method studies. Applying this technique, Malhotra et al. (2006) conclude that the findings of IS research are not susceptible to validity threats arising from common methods bias. This study investigates the generalizability of that finding and also the validity of the marker-variable technique. We apply the marker-variable technique to estimate the magnitude of common methods bias in the perceived usefulness-use relationship. Based on a sample of 54 studies identified through a rigorous sampling procedure, this study finds that common methods bias is a major potential validity threat to the findings of IS research. This study also finds that estimates of bias are sensitive to the criteria employed to select the marker variable. The findings raise concerns for the validity of the marker-variable technique.

**Keywords:** Common methods bias, marker-variable technique, perceived usefulness, use