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Interpersonality and Online Persuasion

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Abstract

Computer-mediated communication (CMC) media, such as email, instant messaging, and online texting, provide an important channel for influencing message receivers' behavior. While most communication media are structurally biased to support either interpersonal or broadcast modes of communication CMC easily supports both. We argue that receivers are likely to base the decision to comply with a CMC message on certain characteristics that distinguish interpersonal communication from broadcast communication. Drawing from interdisciplinary theories, we propose a model that predicts receivers' intention to comply with a CMC message based upon interpersonal, a concept we develop and explain in this paper. Results of empirical testing show that our proposed model has strong explanatory power. The results have important theoretical contributions to IS research and also provide practical insights for improving the effectiveness of CMC.

Keywords: Information and Communication Technologies (ICT), Persuasion, Interpersonal Communication, Broadcast Communication, Mass Media Communication, Theory Development

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