

Internet Voting: Exploring the Role of Convenience

Research-in-Progress

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Abstract

The potential exists for Internet voting (I-voting) to have a major impact on society. Proponents of I-voting highlight posit that it will improve voter participation and reduce costs. I-voting utilization is increasing in both the public and private sector. In the private sector, several companies have used remote electronic voting to select officers and polices. In the public sector, several state and local governments have experimented with Internet voting. This study proposes a model of Internet voting adoption that integrates diffusion of innovation theory, Institution-based trust and Internet utilization.

Keywords: Internet voting, diffusion of innovation, technology adoption, trust, convenience