

# Thinking, Feeling, and Worrying: How Uncertainty and Anticipatory Anxiety Affect Technology Use

*Emergent Research Forum Paper*

**Chun-Lung Huang**

University of Wisconsin – La Crosse  
email2nic@gmail.com

**Peter Haried**

University of Wisconsin – La Crosse  
pharied@uwlax.edu

**Mark Srite**

University of Wisconsin - Milwaukee  
msrite@uwm.edu

## **Abstract**

How does uncertainty and anticipatory anxiety affect technology use? Earlier research has consistently suggested that uncertainty and anticipatory anxiety adversely impels one's logical judgments, decisions, and behaviors in many situations. In this paper, we examine the combined influence of uncertainty and anticipatory anxiety on technology use. While the Technology Acceptance Model (TAM) has been widely adopted and used, it has shown limited explanatory and predictive power (Chuttur, 2009). The low explanatory power begs for an explanation to what is missing? We believe that uncertainty and anticipatory anxiety could provide a substantial addition to explaining technology use. We suggest that investigating a person's uncertainty and anticipatory anxiety due to unforeseen/unpredictable circumstances and outcomes could lead to a better understanding of a user's behavioral intention and use. Thus, the contribution of this study will shed light on the role of uncertainty and anticipatory anxiety on the fundamental issue of technology use.