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IS Use Resumption: A Qualitative Study Revealing Different Characteristics

Completed Research Paper

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Abstract

A better understanding of why individuals resume using an information system (IS) after quitting it beforehand is of fundamental importance for IS researchers and digital service providers. This phenomenon is known as IS use resumption and has turned into a recent and integral part of the IS use lifecycle, in addition to IS adoption, continuance, and discontinuance. Resumption thereby provides a longitudinal perspective on the relationship between humans and IS. Despite receiving more attention in IS research over the last years, our theoretical understanding of the concept, its configuration, and its impact is still limited. Therefore, within this research, we choose a qualitative approach by conducting 29 interviews to identify 96 resumption incidents across different IS such as Netflix, Facebook, Dropbox, Trello, and Microsoft Office. Analyzing the interviews, we determine 12 behavioral and eight contextual characteristics of IS use resumption. Following established guidelines, we use these behavioral and contextual characteristics as the basis to create a taxonomy for IS use resumption. Ending with a final representation, we show that ten dichotomous dimensions can explain IS use resumption. Those findings let us contribute by enhancing our understanding of IS use resumption in two ways. On the one hand, we extend prior research by adding further behavioral dimensions to explain IS use resumption. On the other hand, we contribute by also shedding light on the contextual dimensions of IS use resumption.

Keywords: IS Use Resumption, Qualitative Study, Interviews, Taxonomy