

The Hong Kong Polytechnic University
Department of Logistics and Maritime Studies
Research Seminar

Study of Users' Affective Evaluations on mHealth Monitoring Service: Antecedents and Consequences

by

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Venue: R402, Shirley Chan Building
The Hong Kong Polytechnic University

(Conducted in English)

Abstract:

The use of mobile information and communication technologies in healthcare to provide monitoring services for elderly and patients in chronic conditions is emerging. However, there is inadequate consumer recognition of mobile health (mHealth) monitoring service (MMS) in China. This thesis will examine the low acceptance rate, low use frequency, and low continuance use in mHealth monitoring market from an affective perspective with the aim to explain the inadequate consumer recognition of MMS in China. Three empirical studies will be conducted to achieve this research aim as follows:

Study 1, guided by the Affective Response Model and the taxonomy of affective concepts, explores how potential users form affective evaluation (affective attitude) on MMS from service enjoyment and technology anxiety that influences their acceptance intention on MMS. Furthermore, two contingent factors, health negative emotion and health consciousness, are proposed on the impacts of service enjoyment and technology anxiety to explain the inconsistent results in previous literature.

Study 2, focused on use stage, examines how MMS users form affective evaluation (emotional attachment) based on their affective evaluations on the components of MMS that influences their use frequency. We draw

on affect transfer theory and dual-process theory to argue that the effects of sub-affective evaluations are exerted through both cognitive and non-cognitive processes, and are contingent on users' rationality.

Study 3 examines the impacts of previous affective evaluations (affective attitude and emotional attachment) on their continuance use through affective evaluations (user satisfaction) at post-use stage. We also propose that the impacts of affective attitude and emotional attachment on user satisfaction are contingent on whether users' expectations can be confirmed at the final stage.

The studies will be conducted based on a health program in Harbin Institute of Technology, which provides MMSs to its consumers. This thesis will contribute knowledge to the literature by explaining the inconsistent results in affective literature, and exploring the low recognition of mHealth service in the China market from a pure affective perspective.

Bio:

ZHANG Xiaofei is currently a PhD candidate at the Department of Logistics and Maritime Studies, Faculty of Business, The Hong Kong Polytechnic University, and a PhD candidate at School of Management, Harbin Institute of Technology. He received his Master degree (2014) from Harbin Institute of Technology and Bachelor degree (2012) from Tianjin Normal University, respectively. His research interests are in the area of affective response in HCI and eHealth with co-authored publications at *Electronic Commerce Research and Applications*, *Telemedicine and eHealth* and *Technology and health care*, among others.

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All are welcome!