User Assessment of Web-Based NSS: Empirical Results

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Agenda

- Research Framework
- Inspire Database
- The AMIS Model
- Results
- Conclusions

http://interneg.org/enegotiation/
E Negotiation project

- Business Models
- Market Engineering
- Labor/Management Negotiations
- ENS Design
- Teaching e-learning
- User Assessment
Framework

Context → Process → Results → Assessment

- Culture
- Support level

- System use
- Communication
- Content

- Agreement
- Individual outcome
- Efficiency

- Of system
- Of process

S. Koeszegi: Content, Process, and Interaction Analysis of Web-based Negotiations
Session WA 26

Session TC 26
Inspire Database

➢ Since 1996
➢ > 3000 dyads, > 50 countries
➢ Standardized case
  - Buyer/Seller negotiation
  - 4 Attributes (price, delivery, payment, returns)
  - Fixed values 180 discrete alternatives
➢ Data collected:
  - Process logs
  - Results
  - Pre- and post-negotiation questionnaires (demographic and perceptual data)

Kersten/Noronha 1999
Intentions to Use NSS

- Practie: 88.2
- Prepare: 81.3
- Actual: 61.3
Specific Situation

- Considerable experience (3 weeks)
- Complete negotiation
  vs. selected features
- Heterogenous population of users
  vs. single organization
- Control over use
  vs. mandated use
- Generic class of systems
AMIS Model

Characteristics
- User
- Task
- System
- Context

Ease of use

Usefulness

System Assessment

Results

Intention to use

Future use

Vetschera/Kersten/Koeszegi 2004
User Characteristics and Perceptions

- **Characteristics**
  - User
  - Task
  - System
  - Context

- **Ease of use**
- **Usefulness**

- **System Assessment**

- **Results**

- **Intention to use**

- **Future use**

- **Actual use of system**
# Measurement: Ease, Usefulness

## Factor loadings

### Ease of use

<table>
<thead>
<tr>
<th>Variable</th>
<th>CASEUND</th>
<th>WTGISSUE</th>
<th>WTGOPTIO</th>
<th>INEASY</th>
<th>INSTRUCT</th>
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### Usefulness

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**Analytical**: \( \rho = 0.2733 \)

**Communication**
## Results: User Characteristics

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<th>NSS exper.</th>
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Culture and Perceptions

Ease analytical

Ease comm.

Useful analytical

Useful comm.
## Results and Assessment

<table>
<thead>
<tr>
<th></th>
<th>Utility of agreement</th>
<th>Agreement reached</th>
<th>Agreement efficient</th>
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<td><strong>Control over nego process</strong></td>
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<td><strong>Satisfaction with own performance</strong></td>
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</table>
Assessment and Intentions

Characteristics
- User
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Ease of use
Usefulness
System Assessment
Intention to use
Results
Future use

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Future use
Assessment and Intentions

<table>
<thead>
<tr>
<th>%</th>
<th>Parameter</th>
<th>Chi value</th>
<th>Pr &gt; Chi</th>
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<tbody>
<tr>
<td>Practice</td>
<td>88.2</td>
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<td>Prepare for actual</td>
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<td>Conduct actual</td>
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<td>0.0307</td>
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</table>
Conclusions

➢ Different evaluations/perceptions of different features of NSS
➢ Cultural influences
➢ Confirmation of TAM
➢ Relationship assessment - intentions