Table of Contents

Research Articles

1 IT Pay-Off: Tracing the Antecedents
   Probir Kumar Banerjee, Swinburne University of Technology, Sarawak, Malaysia

17 Social Responses to Conversational TV VUI: Apology and Voice
   Eun Kyung Park, Sungkyunkwan University, Seoul, Korea
   Kwan Min Lee, University of Southern California, Los Angeles, CA, USA
   Dong Hee Shin, Sungkyunkwan University, Seoul, Korea

33 A Study on User Preferential Choices about Rating Scales
   Federica Cena, University of Torino, Torino, Italy
   Fabiana Vernero, University of Torino, Torino, Italy

55 An Empirical Examination of Users’ Switch from Online Payment to Mobile Payment
   Tao Zhou, School of Management, Hangzhou Dianzi University, Hangzhou, China

67 A Qualitative Investigation of Gamification: Motivational Factors in Online Gamified Services and Applications
   Amon Rapp, Computer Science Department, University of Torino, Torino, Italy

Copyright
The International Journal of Technology and Human Interaction (IJTHI) (ISSN 1548-3908; eISSN 1548-3916),
Copyright © 2015 IGI Global. All rights, including translation into other languages reserved by the publisher. No part
of this journal may be reproduced or used in any form or by any means without written permission from the publisher,
except for noncommercial, educational use including classroom teaching purposes. Product or company names used in
this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a
claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those
of the authors but not necessarily of IGI Global.