International Journal of Technology and Human Interaction

January-March 2015, Vol. 11, No. 1

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.

The International Journal of Technology and Human Interaction is indexed or listed in the following: ACM Digital Library; Australian Business Deans Council (ABDC); Australian Government's Department of Education, Science & Training-Refereed Journal; Bacon's Media Directory; Burrelle's Media Directory; Cabell's Directories; Compendex (Elsevier Engineering Index); CSA Illumina; DBLP; DEST Register of Refereed Journals; Gale Directory of Publications & Broadcast Media; GetCited; Google Scholar; INSPEC; JournalTOCs; KnowledgeBoard; Library & Information Science Abstracts (LISA); MediaFinder; Norwegian Social Science Data Services (NSD); PsycINFO®; SCOPUS; The Index of Information Systems Journals; The Standard Periodical Directory; Ulrich's Periodicals Directory