Title	**Automated decision making and habit as a technology usage patterns**
Goal	Individuals' behavior is sometimes shaped by habit, automatically repeating past behavior with little regard to current goals and valued outcomes (Wood and Neal 2009). Individuals also develop habits regarding their interactions with information technology, for instance by checking their phone first thing in the morning or browsing in social networks at work. But what is the role of habits in our use of technology, when are they useful and when should they be fought? And how does it differ from other types of automated, thoughtless decision making? The aim of this master seminar thesis is to conduct a structured literature review bringing together insights from prior literature on the role of habit and automated decision making in individuals' interactions with information technology. The work should identify the relevant literature streams and structure the results of previous studies in a comprehensive way. It could be useful to distinguish between different concept that characterize such behavior as well as technological, individual, and situational characteristics, and possibly conclude with an agenda for future research.
Readings on the Topic (T) and possible Methods (M)	**T:** de Guinea, A. O., and Markus, M. L. 2009. "Why Break the Habit of a Lifetime? Rethinking the Roles of Intention, Habit, and Emotion in Continuing Information Technology Use" *MIS Quarterly* (33:3), pp.433–444. **T:** Limayem, M., Hirt, S. G., and Cheung, C. M. K. 2007. "How Habit Limits the Predictive Power of Intention: The Case of Information Systems Continuance" *MIS Quarterly* (31:4), pp.705–737. **T:** Wood, W., and Neal, D. T. 2009. "The habitual consumer" *Journal of Consumer Psychology* (19:4), pp.579–592. **M:** Webster, J., and Watson, R. T. 2002. "Analyzing the Past to Prepare for the Future: Writing a Literature Review," *MIS Quarterly* (26:2), pp. 13-23.
Supervisor	Dr. Manuel Trenz (manuel.trenz@wiwi.uni-augsburg.de)

Title	**Individuals and Artificial intelligence**
Goal	The widespread diffusion of artificial intelligence promises approaches to complex challenges that were difficult to address previously, such as self-driving cars or intelligent assistants. At the same time, solutions or decisions brought forward by artificial intelligence are difficult or impossible to explain, and hardly generalizable. This can potentially lead to individuals' restraint in interacting or relying on such technologies. Prior studies only offer very narrow insights into trustworthiness, effective AI design, or situational characteristics that shape individuals' interactions or use. The aim of this master seminar thesis is therefore to conduct a structured interdisciplinary literature review bringing together insights from prior literature on individuals' interactions with artificial intelligence. The work should identify the relevant literature streams and structure the results of previous studies in a comprehensive way, e.g., by distinguish between types of interactions, technology characteristics, or contextual differences, and possibly conclude with an agenda for future research.
Readings on the Topic (T) and possible Methods (M)	**T:** Chattaraman, V., Kwon, W.-S., Gilbert, J. E., and Ross, K. 2018. "Should AI-Based, Conversational Digital Assistants Employ Social- or Task-Oriented Interaction Style? A Task-Competency and Reciprocity Perspective for Older Adults," *Computers in Human Behavior*. **T:** Edwards, C., Edwards, A., Stoll, B., Lin, X., and Massey, N. 2018. "Evaluations of an Artificial Intelligence Instructor's Voice: Social Identity Theory in Human-Robot Interactions," *Computers in Human Behavior*. **T:** Gnewuch, U., Morana, S., Adam, M., and Maedche, A. 2018. "Faster Is Not Always Better: Understanding the Effect of Dynamic Response Delays in Human-Chatbot Interaction," in *Proceedings of the European Conference on Information Systems*, Portsmouth, UK. **M:** Webster, J., and Watson, R. T. 2002. "Analyzing the Past to Prepare for the Future: Writing a Literature Review," *MIS Quarterly* (26:2), pp. 13-23.
Supervisor	Dr. Manuel Trenz (manuel.trenz@wiwi.uni-augsburg.de)

Title	**Novel perspectives on privacy research**
Goal	As our lives are shaped by interactions with digital or digitally-enriched artifacts, data collection and evaluation methods become more effective, and prominent cases of privacy breaches lead to public outcries, research on information privacy continues to gain importance. After a number of consolidating literature reviews at the beginning of this decade (Belanger et al. 2011, Smith et al. 2011), privacy research has evolved and diffused further. The aim of this master seminar thesis is to conduct a structured literature review in the leading information systems journals bringing together insights from recent literature on information privacy. The work should identify the relevant literature streams and structure the results of previous studies in a comprehensive way, distinguish e.g., between concepts used, theories applied, research approaches, different contexts, technologies as well as drivers and outcomes of privacy evaluations, and possibly conclude with an agenda for future research.
Readings on the Topic (T) and possible Methods (M)	**T:** Acquisti, A., Brandimarte, L., and Loewenstein, G. 2015. "Privacy and Human Behavior in the Age of Information," *Science* (347:6221), pp. 509–514. **T:** Belanger, F., and Crossler, R. 2011. "Privacy in the Digital Age: A Review of Information Privacy Research in Information Systems," *Management Information Systems Quarterly* (35:4), pp. 1017–1041. **T:** Smith, H. J., Dinev, T., and Xu, H. 2011. "Information Privacy Research: An Interdisciplinary Review," MIS Quarterly (35:4), pp. 989–1015. **M:** Webster, J., and Watson, R. T. 2002. "Analyzing the Past to Prepare for the Future: Writing a Literature Review," *MIS Quarterly* (26:2), pp. 13-23.
Supervisor	Dr. Manuel Trenz (manuel.trenz@wiwi.uni-augsburg.de)

Title	**The role of technology in consumer research**
Goal	Digital innovations such as personal assistants and the diffusion of social media and e-commerce have fundamentally shaped our everyday lives. This also influences the way how we behave as consumers – a perspective that is frequently picked up by information systems research, but even more inherent in consumer research. The aim of this master seminar thesis is to conduct a structured literature review on recent studies in consumer research outside of te information systems sphere (mainly the Journal of Consumer Research) that investigate theoretical or behavioral phenomena driven by technology. The work should identify the relevant literature streams and structure the results of previous studies in a comprehensive way, distinguish the perspectives on technologies in those studies, types of technologies investigated, different contexts, research methods, and more, and possibly conclude with an agenda for future research.
Readings on the Topic (T) and possible Methods (M)	**T:** Atasoy, O., Morewedge, C. K., Morwitz, V., and Diehl, K. 2018. "Digital Goods Are Valued Less Than Physical Goods," *Journal of Consumer Research* (44:6), pp. 1343–1357. **T:** Bardhi, F., and Eckhardt, G. M. 2017. "Liquid Consumption," *Journal of Consumer Research* (44:3), pp. 582–597. **T:** Hoffman, D. L., Novak, T. P., Fischer, E., and Kozinets, R. 2018. "Consumer and Object Experience in the Internet of Things: An Assemblage Theory Approach," *Journal of Consumer Research* (44:6), pp. 1178–1204. **M:** Webster, J., and Watson, R. T. 2002. "Analyzing the Past to Prepare for the Future: Writing a Literature Review," *MIS Quarterly* (26:2), pp. 13-23.
Supervisor	Dr. Manuel Trenz (manuel.trenz@wiwi.uni-augsburg.de)

Title	**Motives and behavior in microtask platforms**
Goal	Microtask platforms such as Amazon Mechanical Turk or CrowdFlower promise novel, dynamic ways of work and are used by organizations to address a broad variety of tasks ranging from product tests, to recognition of images, to academic research. However, often, the numeric payment individuals receive from such tasks is comparably low and studies have suggested that non-monetary rewards from participation or the nature of the tasks compensate for the low payout. The aim of this master seminar thesis is to conduct a structured literature review about individuals deciding for and interacting with microtask platforms. The work should identify the relevant literature streams and structure the results of previous studies in a comprehensive way. Thereby, it should uncover the different motives, the purposes (e.g., main income or additional income) as well as the requirements and needs of microtask workers while distinguishing between platforms, task types, and cultural settings. Concluding with an agenda for future research is a plus.
Readings on the Topic (T) and possible Methods (M)	**T:** Deng, X. N., and Joshi, K. D. 2016. "Why Individuals Participate in Micro-Task Crowdsourcing Work Environment: Revealing Crowdworkers' Perceptions," *Journal of the Association for Information Systems* (17:10), p. 648. **T:** Kaufmann, N., Schulze, T., and Veit, D. 2011. "More than Fun and Money. Worker Motivation in Crowdsourcing – A Study on Mechanical Turk," in *Proceedings of the 17th Americas Conference on Information Systems (AMCIS)*, Detroit, USA. **M:** Webster, J., and Watson, R. T. 2002. "Analyzing the Past to Prepare for the Future: Writing a Literature Review," *MIS Quarterly* (26:2), pp. 13-23.
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Title	**Regulatory approaches to the Sharing Economy**
Goal	Digital platforms, and especially those belonging to the so-called Sharing Economy, exhibit significant growth rates and continue to disrupt industries such as hospitality or transportation. Like all disruptive developments, the outcomes of such rapid change are not equally desirable for all involved parties and therefore calls for regulation are frequently raised. The growing body of literature investigating phenomena named sharing economy, peer-to-peer sharing, collaborative consumption, or access-based consumption also contains important insights and suggestions on how regulators should approach them. However, no study to date investigates, groups, and structures those observations. The aim of this master seminar thesis is to conduct a structured literature review bringing together insights from prior literature on sharing economy and related fields with a specific focus on insights on regulation. The work should identify the relevant literature streams and structure the results of previous studies in a comprehensive way, distinguish different involved parties, technologies, or industries, and possibly conclude with an agenda for future research.
Readings on the Topic (T) and possible Methods (M)	**T:** Frey, A., v. Welck, M., Trenz, M., and Veit, D. 2018. "A Stakeholders' Perspective on the Effects of the Sharing Economy in Tourism and Potential Remedies," in *Proceedings of the Multikonferenz Wirtschaftsinformatik (MKWI)*, Lüneburg, Germany, pp. 576–587. **T:** Trenz, M., Frey, A., and Veit, D. 2018. "Disentangling the Facets of Sharing: A Categorization of What We Know and Don't Know About the Sharing Economy," *Internet Research* (28:4), pp. 888–925. **M:** Webster, J., and Watson, R. T. 2002. "Analyzing the Past to Prepare for the Future: Writing a Literature Review," *MIS Quarterly* (26:2), pp. 13-23.
Supervisor	Dr. Manuel Trenz (manuel.trenz@wiwi.uni-augsburg.de)

Title	**Leveraging Social Media Data – A Literature Review**
Goal	Social media posts, discussions, likes, and trends have gained large visibility over the recent years. They build a very important source of data for firms but also market research agencies and can be analyzed and leveraged in many ways. This seminar paper tries to shed light on existing research on the field and thereby summarizes what has been done, which types of analysis techniques have been found to be effective for which types of data, analyses, and predictions. Based on these insights, an agenda for interesting future research questions in the field is developed.
Readings on the Topic (T) and possible Methods (M)	**T:** Lai, L. S., and To, W. M. 2015. "Content Analysis of Social Media: A Grounded Theory Approach," *Journal of Electronic Commerce Research* (16:2), p. 138-152. **T:** Oh, O., Agrawal, M., and Rao, H. R. 2013. "Community Intelligence and Social Media Services: A Rumor Theoretic Analysis of Tweets During Social Crises," *MIS Quarterly* (37:2), pp. 407-A7. **M:** Webster, J., and Watson, R. T. 2002. "Analyzing the Past to Prepare for the Future: Writing a Literature Review," *MIS Quarterly* (26:2), pp. 13–23. **M:** Smith, H. J., Dinev, T., and Xu, H. 2011. "Information Privacy Research: An Interdisciplinary Review," *MIS Quarterly* (35:4), pp. 980–A27. **M:** Okoli, C., and Schabram, K. 2010. "A Guide to Conducting a Systematic Literature Review of Information Systems Research," *Sprouts: Working Papers on Information Systems* (10:26), pp. 1–5. **M:** Wolfswinkel, J. F., Furtmueller, E., and Wilderom, C. P. M. 2011. "Using Grounded Theory as a Method for Rigorously Reviewing Literature," *European Journal of Information Systems*, pp. 1–11.
Supervisor	Dr. Dennis Steininger

Title	**Turnover Factors of the Digital Workforce – A Systematic Review**
Goal	Digital and IT professionals are scarce and firms, particularly startups, struggle to hire and retain these often highly paid experts. Once they are hired, they frequently receive offers by headhunters to work for other companies. Hence, it is crucial for firms to know the factors that drive this digital workforce away and how to counter these factors. This seminar therefore tries shedding light on this topic by gathering existing research and summarizing important findings from the literature. To do so, a systematic literature review will be performed.
Readings on the Topic (T) and possible Methods (M)	**T:** Joseph, D., Ng, K.-Y., Koh, C., and Ang, S. 2007. "Turnover of Information Technology Professionals: A Narrative Review, Meta-Analytic Structural Equation Modeling, and Model Development," *MIS Quarterly* (31:3), p. 547. **T:** Lo, J. 2015. "The Information Technology Workforce: A Review and Assessment of Voluntary Turnover Research," *Information Systems Frontiers* (17:2), pp. 387–411. **T:** Moynihan, D. P., and Landuyt, N. 2008. "Explaining Turnover Intention in State Government: Examining the Roles of Gender, Life Cycle, and Loyalty," *Review of Public Personnel Administration* (28:2), pp. 120–143. **M:** Webster, J., and Watson, R. T. 2002. "Analyzing the Past to Prepare for the Future: Writing a Literature Review," *MIS Quarterly* (26:2), pp. 13–23. **M:** Smith, H. J., Dinev, T., and Xu, H. 2011. "Information Privacy Research: An Interdisciplinary Review," *MIS Quarterly* (35:4), pp. 980–A27. **M:** Okoli, C., and Schabram, K. 2010. "A Guide to Conducting a Systematic Literature Review of Information Systems Research," *Sprouts: Working Papers on Information Systems* (10:26), pp. 1–5. **M:** Wolfswinkel, J. F., Furtmueller, E., and Wilderom, C. P. M. 2011. "Using Grounded Theory as a Method for Rigorously Reviewing Literature," *European Journal of Information Systems*, pp. 1–11.
Supervisor	Dr. Dennis Steininger