

# The Twitter Phenomenon in Brazil: Analysis of the Relation Between Cognitive Absorption and Intention to Use

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**Abstract:** This work, considering that Twitter is a "cultural phenomenon" in Brazil, aimed to identify the influence of Cognitive Absorption on intention to use the Twitter microblogging network. This follows from the fact that the Cognitive Absorption relates to the state of deep involvement of the user with an individual task performed with the support of Information Technology (IT), being a personal factor that contributes to the individual to understand the intentions and the use of information technology. Therefore, Agarwal and Karahanna highlight the Technology Acceptance Model (TAM), developed by Davis, to better understand and explain the attitudes and behaviors related to IT. Thus, through a descriptive study of quantitative nature, we investigated 434 Twitter users based on the model of Agarwal and Karahanna, which is performed through the analysis of structural equations, using the software SmartPLS v. 2.0. After identifying the suitability of all fit indexes tested for both constructs, and for the final model, it was found that cognitive absorption is statistically representative (0.756) and shown to be perfectly adequate for determining the intent of use Twitter in this type of IT.

**Keywords:** Twitter, Cognitive Absorption, Intention to Use, Information Technology, Technology Acceptance Model (TAM), Structural Equations.

## I. Introduction

According to Gilbert and Cordey-Hayes [15], to keep the company alive and active in the business environment, it is necessary to use resources coupled with Information Technology (IT). The evaluation of this technology by the user is very significant and greatly contributes to the achievement of the necessary competitive advantage [21]. It is for this reason that the acceptance of IT has been receiving special attention since the last decade. In their study, Agarwal and Karahanna [2] highlight the Technology Acceptance Model (TAM), developed by Davis [10], to better understand and explain the attitudes and behaviors related to IT. The TAM model is basically supported by two constructs: the Perceived Usefulness and Perceived Ease of Use [10]. These constructs seek to evaluate the variables that determine or influence the activities for using a particular technology. The impact of external factors related to IT over the individual's internal factors (beliefs, attitudes and intentions of use), will be represented according to the objective of this model [9].

The practical value that Bagozzi *et al.* [11] argue that it has is based on its capacity to guide managers through the evaluation of Information Systems (IS), so that the problem of non-use may be reduced, since the IS cannot improve the performance of the organization if they are not used. These authors also claim that the use of computers depends, to some extent, on the intentions of users. They consider Perceived Usefulness the main determinant of Intention of Use, since the secondary determinant is the Perception of Ease of Use [11]. According to Dishaw and Strong [12] it must be emphasized that Perceived Usefulness (PU) is influenced by the Perceived Ease of Use (EU).

In our article we will deal with the acceptance of IT, using a broader focus for this term. Potter *et al.* [26] believe that IT is comparable to the combination of the information resources of an organization, its users and the management that supervises them. Included in an organization is the IT infrastructure and all other IS.

Many studies by Saadé and Bahli [24] show that the perceptions and beliefs of users of IS exert significant influence over its use, but there are still gaps to be Analyzed. These authors also claim that holistic experiences of IT users combined with acceptance of technology research are not studied as much as they should be.

Realizing this fact, Karahanna and Agarwal [2] developed a model to verify the intended use of IT which attaches to the TAM model variables. Other aspects were added to the original factors (Perceived Ease of Use (EU) and Perceived Usefulness (PU)) such as interest in technology by the user and the personality traits of individuals that are detected when they use the system. From this research study, we highlight the construct of Cognitive Absorption (CA). This construct suggests that the involvement of users with IT contributes to the assessment of the IS and the likely response that the user has when using it.

The expansion of the considerations about user involvement with the IS is made possible by constructs like this. Galluch and Thatcher [14] emphasize that the study of Cognitive Absorption (CA) is perfectly matched with the analysis of the intention to use the internet. This happens because of the immersion that the network can provide to the individual and the impact that this has caused in modern society. According to the authors, during the last few years, people have been interacting increasingly with Internet

technology in both their personal and professional lives. Habitual use for corresponding with friends and family, shopping, virtual research and administration are examples of personal use of the network. Professionally, we can highlight the use of the network for bringing customers closer to a particular company, or providing information about the organizational environment and the managing of basic business processes like procurement and staff recruitment.

Virtual communities like the microblogging service Twitter have contributed enormously to the change in interpersonal relationships. In one year, Twitter had a growth of 1460%, in June (2009) seven million people had registered to be part of the network, accounting for a total of 44.5 million unique visits around the world. The data released on 09.04.2009 (Tuesday) by the company comScore statistics shows a great growth of the network within a year. Compared to the month of June 2008, when Twitter had an average number of 2.9 million users, the social network has grown 1460%. Also according to the consultancy, 45% of Twitter users (about 20 million people) are in the United States.

In the classification of the largest sites on the planet, Twitter is already in the 52<sup>nd</sup> position, ahead of the news portal ESPN. According to figures offered by Google, the number of Twitter users has surpassed the number of users in Orkut who averaged 35 million users around the world, against the 44.5 million registered in Twitter.

In view of these considerations, our work brings up the following research question: "what is the influence of Cognitive Absorption (CA) on the intention to use Twitter?" Given the complexity of this issue and in view of the social impact that Twitter has caused, mainly in Latin America, and particularly in Brazil, we decided to have as the objective of our study the verification of the influence that the construct of Cognitive Absorption (CA) has on the intention of using Twitter.

For business professionals and researchers, according to the studies of Paim and Nehmy [23] the study of IT use behavior, has today become one of the most relevant issues, in view of the increasing availability of data, enabled by the increasingly intense relationship between new technologies and people. Li *et al.* [18] observed that because of the fundamental role played by IT in organizations, the attitude of users of this technology in relation to their acceptance and subsequent behavior in relation to it has become paramount.

Bagozzi *et al.* [11] affirmed that to explain and increase user acceptance of IT it is necessary to uncover why people accept or reject computers.

According to Van der Heijden [28], the results generated by the models of acceptance in general are limited in accordance with the nature of the system that individuals use (utilitarian or hedonic). Other user beliefs may be overshadowed depending on the nature of the system. Wakefield and Whitten [29] corroborate this assertion, highlighting that other researchers also infer on this issue (Agarwal and Karahanna [2]; Wakefield and Whitten [29]). These authors suggest that an analysis of motivators inherent to the individual such as Cognitive Absorption (CA) and Alacrity (AL) can contribute greatly to identifying the background of IT usage behavior. Especially when analyzing hedonic systems, i.e. those that are not used for work but for fun, like Twitter, the subject of our article.

When it comes to Twitter, we highlight that our paper is of an innovative nature. The basic construct of the research,

Cognitive Absorption (CA), is underexplored in Latin America, and the study of the intention of using Twitter is also unique in this context.

For the presentation of the study, our article, in addition to this introduction, was organized into four sections. The second and third sections present the theoretical basis that served as the foundation for the development of the study. The fourth section presents the methodology and the fifth section discusses the results obtained, followed by the conclusions. And in closing, the references [32]-[36].

## II. Cognitive Absorption (CA): Understanding the Individual Intentions About the Use of Information Technology

Relevant studies on the analysis of external factors that motivate users to use the IS are noticed mainly in Psychology. Studies assessing the fun, the inherent motivation, emphasis on human affection and emotion of the users when they are using the computer, have emerged (Webster and Martocchio) [30].

The Temporal Dissociation (DIS) is a phenomenon whose holistic focus, according to Saadé and Bahli [24], has sought to capture constructs such as the individual level of fun while there is interaction with the IS and how time is perceived during this session.

These holistic experiences have been described with the construct of Cognitive Absorption (CA), in which the variables represent the inherent motivation of the users of IS's, where behavior is shaped by the users themselves, organizing experiences of pleasure and satisfaction with the activity performed (Potter *et al.* [26]). Cognitive Absorption (CA) refers to a state of deep involvement with the individual task being performed with the support of IT. This is a personal factor that contributes to understanding the individual intentions and use of information technology (Fornell and Larcker [13]).

We can point out that IT in the context of Cognitive Absorption (CA) has been investigated in the form of systems management courses, university websites, Internet, e-learning, e-commerce, e-business, among other systems, that use technology as a basis for operation.

The construct of Cognitive Absorption can be evaluated from the perspective of five dimensions: Temporal Dissociation (DIS), Focused Immersion (IMM), High Pleasure (PLE), Control (CON) and Curiosity (CUR) (Agarwal and Karahanna [2]). Temporal Dissociation (DIS) refers to the inability of the individual to perceive the passing of time, due to his interaction with the IS (Agarwal and Karahanna [2]). Li and Browne [18] add that this dimension is related to the degree of perception of the passing of time in which one notices the demands of the task. The authors further point out that although the time is being measured objectively with a watch, the experience of time is highly subjective and the psychological perception of time is a function of the amount of memory used to process information during an activity.

The definition of Focused Immersion (IMM) is related to moment when the individual demonstrates a total immersion in the task that is being executed, causing other requests to be ignored (Agarwal and Karahanna [2]). For Chen and Injazz [7], Focused Immersion (IMM) is over concentration on a field of limited stimuli, being related to the concept of absorption.

The dimension characterized by High Pleasure (PLE) seeks to demonstrate the state of pleasure that the interaction with IT provides the individual when he is performing some activity (Agarwal and Karahanna [2]). There is in this dimension the absorption and capture of pleasure and fun that the user feels in manipulating a system.

Agarwal and Karahanna [2] state that the individual's perception of being "in charge" of the system and being able to perform another activity, without feeling "stuck" to it, is called the Control (CON). Saadé and Bahli [24] emphasize that, regarding the use of the Internet, a high level of perception of control contributes to increase the "addiction" of accessing it.

The fifth dimension refers to the Curiosity (CUR), which can influence the extent that the experience provided, creating a cognitive curiosity for the individual (Agarwal and Karahanna [2]). For Loewenstein [21] Curiosity (CUR) is an inherent motivation of the user, which reflects the desire to obtain information and a passion for learning.

Within the context of this study, Cognitive Absorption (CA) will be studied through the involvement of users in the Twitter website. The choice of this hedonic entertainment system is due primarily to the fact that the satisfaction of users of online environments is larger than in the traditional ones because of the ease of acquiring information (Li [18]).

Therefore, it is understood that the verification of the influence that Cognitive Absorption (CA) has on the intention of using a given technology will be more easily verified. Moreover, virtual communities, according to Beeching [6] are currently considered a vital aspect of the new internet generation, providing social interaction and exchange of information between network users. Furthermore, the author adds that many of these communities are unique, funny, innovative, revolutionary and provocative, which contribute even more to clearly seeing the influence of Cognitive Absorption (CA) on Intention of Use [32]-[36].

### III. Research Method

Of quantitative nature, this study aims to obtain precise information about an aspect of the market or a specific population, through a descriptive study (Aaker, Kumar and Day [1]). Thus, this study aims to provide researchers with data on certain characteristics of a particular group, estimating their proportions and verifying the existence of relationships between the variables (Mathieson and Ryan [22]).

The investigated population was composed of "tweeters" who answered the questionnaires, in a particular cybercafé at the University of Fortaleza (UNIFOR) and in Christus College, all in Fortaleza, Brazil. We also received responses from "tweeters" in Rio Grande do Norte and Ceará who accessed the site that was created and disseminated for the purpose of receiving answers electronically. The address for reaching and responding to the questionnaire is: <http://www.surveymonkey.com/s/2CV82BM>.

Thus, by having as a characteristic a significant number of respondents, this work was guided by the survey method used for the collection primary data when information from a large number of people is needed (Hair *et al.* [16]).

The sample amounted a total of 434 volunteers surveyed. The questionnaire was based on the work presented by Agarwal and Karahanna [2] after translation into Portuguese by a sworn translator.

### IV. Research Model

The research model used in this study verifies the hypothesis that Cognitive Absorption (CA) is a determinant of the intention to use IT, as well as its Perceived Usefulness (PU) and Perceived Ease of Use (EU) which, in turn, also influence Intention of Use (IU).

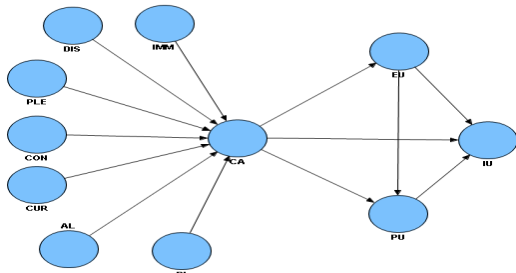
Perceived Ease of Use (EU) reflects the ease with which individuals can interact with a specific system, representing a motivation inherent to interacting with a computer (Davis [10]). Perceived Usefulness (PU) is defined as the degree to which a person believes that the use of a certain IT can improve the performance of their work (Davis [10]). Furthermore the author adds that Perceived Usefulness (PU) has a significant influence on the use of IS's, because individuals then have the conviction that there is a connection between the use of the system and their performance. Agarwal and Karahanna [2] argue that many studies pointed to the significance of Perceived Ease of Use (EU) and Perceived Usefulness (PU) upon the intention of using IT.

Regarding Cognitive Absorption (CA), Agarwal and Karahanna [2] emphasize that this is expected to display a positive influence on ease of use due to the five dimensions that comprise it. While the user experiences the Temporal Dissociation (DIS), he imagines himself as having enough time to finish his task, influencing the perception of ease of use of IT. Focused Immersion (IMM) suggests that all the attention of the individual is focused on the task, therefore reducing the cognitive stress related to the performance of the task, and making it easier. As for Curiosity (CUR), the act of interacting with the system provokes excitement regarding the possibilities available for its execution. Also, the sensation of Control (CON) over IT reduces the perceived difficulty of performing the task. Finally, the High Pleasure (PLE) suggests that activities that are more pleasant to execute using a system are seen as less difficult (Agarwal and Karahanna [2]). This reflects strong desire to try any technology. In such a way, that those who have an innate tendency to be more innovative with computers will probably be more inclined to experience the effects of Cognitive Absorption (CA).

These authors also discuss what determines the individual experience of Cognitive Absorption (CA), giving mention to "Alacrity" and "Personal Innovation". Alacrity (AL) was defined by Martocchio and Webster [30] as the level of spontaneity with which a technological system is being used, and therefore may be a significant influentiator on the reaching of Cognitive Absorption (CA). Personal Innovation (PI) was described by Agarwal and Prasad [3] as an individual characteristic that reflects strong desire to try out any given technology. In this way, it is believed that those who have an innate tendency to be more innovative with computers will probably be more inclined to experience the effects of Cognitive Absorption (CA).

The model that was studied points out that 39 issues were addressed, and these were designed to identify each of the six constructs previously mentioned, namely: (1) Cognitive Absorption (CA), (2) Perceived Ease of Use (EU), (3) Perceived Usefulness (PU) (4) Personal Innovation (PI), (5) Alacrity (AL) and (6) Intention of Use (IU). The five factors (Temporal Dissociation (DIS), Focused Immersion (IMM), Pleasure (PLE), Control (CON) and Curiosity (CUR)) that make up the Construct of Cognitive Absorption (CA) are comprised by a total of 19 variables.

However, after gathering the data, these variables were subjected to a structural equation modeling, allowing the verification of the factors mentioned. With this check, each of these five factors were considered as a variable belonging to the construct of Cognitive Absorption (CA), according to the methodology used by Agarwal and Karahanna [2], so as to enable the analysis of existing relationships between the constructs of the model. Because of this, it can be noticed that in the Appendix, the representation of the data is a bit different. Now, the rest of the constructs were made directly by the variables outlined, being that the factors of Perceived Ease of Use (EU), Perceived Usefulness (PU) and Personal Innovation (PI) are composed of four variables each. The Alacrity (AL) factor is composed by five variables and the factor of Intention of Use (IU) by 3 variables. It is also worth noting that Agarwal and Karahanna [2], in addition to these six constructs, add the construct of self-efficacy, an individual characteristic, which reflects confidence in performing a particular task. However, the authors point out, this construct only has an influence on Perceived Ease of Use (EU), and does not cause changes in Cognitive Absorption (CA), which is the focus subject of this work. Thus, we chose not to measure the construct of Self-efficacy, and the Cognitive Model of Absorption, adapted from Agarwal and Karahanna [2] as a predictor of Intention to Use the IS shown in (Figure 1).

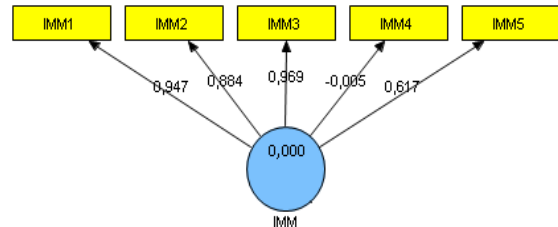


**Figure 1.** Initial Model of Cognitive Absorption as a predictor of the Intention of Use of IS.

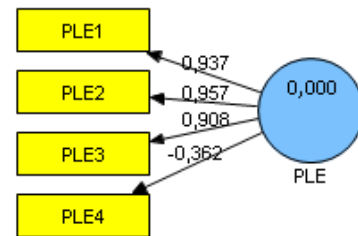
The Model of Cognitive Absorption as a predictor of Intention of Use for IS is represented by the blue circles (the constructs). And for each of them, there are their respective factors in yellow rectangles below, always connected by directed arrows indicating their direction in accordance with the hypotheses, Whether the relationship is between constructs or between constructs and their respective factors. The model and explanations made raise the following hypotheses that are to be tested in this work:

- H1:** Alacrity (AL) has a positive effect on cognitive absorption (CA) with IT.
- H2:** Personal Innovation (PI) positively affects cognitive absorption (CA).
- H3:** Cognitive Absorption (CA) positively affects the Perceived Usefulness (PU) of IT.
- H4:** Cognitive Absorption (CA) positively affects the Intention of Use (IU) of a particular technology.
- H5:** Cognitive Absorption (CA) positively influences Perceived Ease of Use (EU) while using IT.
- H6:** Perceived Ease of Use (EU) has a positive effect on the Perceived Usefulness (PU) of the system.
- H7:** Perceived Ease of Use (U.S.) positively affects the Intention of Use (IU) of an IT.
- H8:** Perceived Usefulness (PU) has a positive effect on the Intention of Use (IU) of an IT.

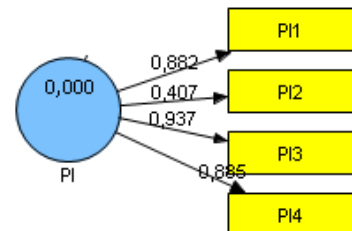
As you can see, the research model indicates the existence of simultaneous dependent relationships, making it necessary to use the structural equation modeling (SEM), by Hair *et al.* [17] as a useful technique when the dependent variables become independent in subsequent dependence relationships. In addition, Chin [8] states that the SEM's show better results than the first-generation techniques (multiple regression, for example) in the identification of relationships, due to the greater flexibility that the researcher has in the interplay between theory and data.



**Figure 2.** Relationship between the construct of Focused Immersion (IMM) in blue and its five factors with their respective factor loads in yellow.



**Figure 3.** Relationship between the construct of Pleasure (PLE) in blue and its four factors with their respective factor loads in yellow.



**Figure 4.** Relationship between the construct of Personal Innovation (PI) in blue and its four factors with their respective factor loads in yellow.

The structural model assesses the relationship between factors and sets of hypotheses. Figure 2 shows the relationship between the constructs of the structural model (Anderson and Gerbin [5]). In Figures 2, 3 and 4 we focus initially on the yellow factors that we can eliminate, then we simulated with SmartPLS v.2.0 software first. Because their factor loads were considered weak, we eliminated from the initial confirmatory model the factors of the following constructs: (PLE4 = -0.362) the construct of Pleasure (PLE) which is related to the construct of Cognitive Absorption (CA) (IMM4 = -0.005) and (IMM5 = 0.617), both the constructs of Focused Immersion also related to the construct of Cognitive Absorption (CA) (PI2 = 0.407) and Personal Innovation (PI) which is also related to the construct of Cognitive Absorption (CA). All factor loads below (0.7) were also eliminated.

For data analysis we used SmartPLS v.2.0. software for the structural and confirmatory equation modeling. When we ran SmartPLS v.2.0 for the second time, after eliminating the factors mentioned above, we reached the final result depicted in (Figure 5).

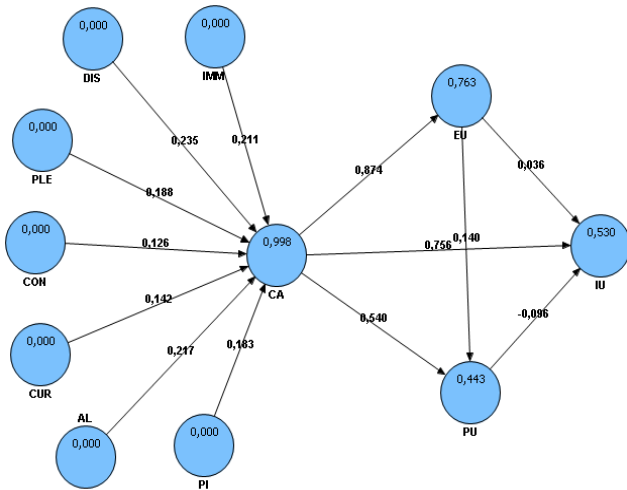


Figure 5. Initial Model of Cognitive Absorption as a predictor of the Intention of Use of IS.

V. Analysis of Results

The sample used in the study consisted of 434 volunteers with four hundred thirty-four valid questionnaires. In the final model of Cognitive Absorption (CA) as a predictor of the intention of use of IS, we obtained the necessary answers to the questions formalized through the eight hypotheses, as shown in Figure 5. The constructs and their respective factor loads are presented in Table 1, for a better visualization by the readers.

Constructs	Variables	Loadings
CA	DIS	0.258
CA	IMM	0.209
CA	PLE	0.158
CA	COM	0.098
CA	CUR	0.141
EU	EU1	0.978
EU	EU2	0.967
EU	EU3	0.984
EU	EU4	0.976
PI	PI1	0.882
PI	PI2	0.937
PI	PI3	0.885
PU	PU1	0.931
PU	PU2	0.119
PU	PU3	0.924
PU	PU4	0.902
IMM	IMM1	0.947
IMM	IMM2	0.884
IMM	IMM3	0.969
AL	AL1	0.835
AL	AL2	0.938
AL	AL3	0.954
AL	AL4	0.924
AL	AL5	0.794
IU	IU1	0.988
IU	IU2	0.990
IU	IU3	0.991

Table 1. Loadings.

When looking at Table 1 and at the line of Cognitive Absorption (CA), we observed that the greatest influence belongs to the construct of Temporal Dissociation (DIS) with a factor load of 0.258. The other constructs: Pleasure (PLE), Control (CON) and Curiosity (CUR) have very low factor loads. Also in Table 1, we observed that in the construct of Perceived Usefulness (PU) the factor load PU2 has no relevance. In the same Table, we observed that Focused Immersion (IMM), Alacrity (AL) and Perceived Intention of Use (IU) are well represented by factor loads of expressive value, and in all their factors represented there (Vallerand and Toward [27]).

Results for composite reliability are in Table 2, all largely meeting the 0.70 criterion (Fornell and Larcker [13]). AVE measures the amount of variance that a construct captures from its indicators relative to the amount of measurement error (Chin [8]). It is recommended to exceed 0.5. As shown in Table 2, all the constructs met this guideline.

	Comp. and Reliab.	AL	CA	CON	CUR	DIS	EU	IMM	IU	PI	PLE	PU
AL	.95	.88										
CA	.95	.73	.66									
CON	.88	.47	.56	.84								
CUR	.97	.64	.71	.45	.96							
DIS	.98	.38	.84	.44	.43	.97						
EU	.98	.49	.87	.49	.52	.78	.97					
IMM	.96	.43	.86	.40	.46	.87	.83	.94				
IU	.99	.59	.72	.20	.40	.53	.63	.49	.98			
PI	.94	.62	.82	.39	.43	.67	.75	.62	.84	.91		
PLE	.95	.40	.71	.06	.48	.51	.68	.64	.66	.54	.93	
PU	.85	.41	.66	.69	.42	.55	.61	.60	.42	.56	.30	.79

Table 2. Composite Reliability & Correlations.

AVE is also suggested to serve as a means of evaluating discriminant validity (Fornell and Larcker [13]). The square root of the AVEs should be greater than the correlations among the constructs, which indicates that more variance is shared between the construct and its indicators than with other constructs. In Table 2, the shaded numbers on the leading diagonals are the square root of the AVEs. Off diagonal elements are the correlations among constructs. All diagonal numbers are greater than the off diagonal ones, indicating satisfactory discriminant validity, is that no measurement item should load more highly on any construct other than the construct it intends to measure (Chin [8]). An examination of cross-factor loadings shows that all items satisfied this guideline.

Hypothesis	Value	t Statistics
H1	AL → CA	14.52
H2	PI → CA	19.00
H3	CA → PU	24.08
H4	CA → IU	19.81
H5	CA → EU	70.42
H6	EU → PU	2.19
H7	EU → IU	0.26
H8	PU → IU	1.88

Table 3. Summary of hypotheses tested and t Statistics.

Note also, that according to Table 3 the hypothesis and their relationships only were successful according to the coefficients found in the following hypotheses: H1, H2, H3,

H4, H5 and H6. In the other ones, H7 and H8, the relationships are basically non-existent or poor.

Hypothesis	Relations	Results
H1	AL → CA	Yes
H2	PI → CA	Yes
H3	CA → PU	Yes
H4	CA → IU	Yes
H5	CA → EU	Yes
H6	EU → PU	Yes
H7	EU → IU	No
H8	PU → IU	No

Table 4. Results of relations.

## VI. Final Considerations

This study aimed to identify the influence of Cognitive Absorption (CA) on the intention of using Twitter. It is interesting to note that, according to Löber *et al.* [20] Brazilians are the majority of Twitter participants following the idea of cordiality that this system provides. Therefore, the authors associate the overwhelming participation in communities and the large number of friendship connections in the site, as being an expression of hospitable and friendly people, characteristics usually attributed to Brazilians.

It is noteworthy that initially we sought to identify the reliability of the five factors that comprise the construct of Cognitive Absorption (CA): Temporal Dissociation (DIS), Focused Immersion (IMM), Pleasure (PLE), Control (CON) and Curiosity (CUR). Due to loads observed in each of these factors we came to the conclusion that these factors did not demonstrate the necessary internal consistency (Zhang, Li and Sun [31]).

These factors were transformed into the variables responsible for explaining the construct of Cognitive Absorption (CA). Thus, through the analysis of structural equations, we identified that the variables Temporal Dissociation (DIS3) and (DIS4) presented together with the variable Intention to Use (IU1) had the highest levels of explanation that was (0.988), indicating that much of the intrinsic motivation of Twitter users is due to these variables.

Other relationships were also tested to verify the research hypotheses. Thus, six of eight hypotheses tested were shown, and the rejection of two hypotheses (H7) and (H8) was due to the fact that the results were below the allowed parameters between Perceived Usefulness (PU) and Intention of Use (IU), the same happening between Perceived Ease of Use (EU) and Intention of Use (IU).

For a system like Twitter, it was found that Cognitive Absorption is statistically representative (0.756) and was shown perfectly suited to measure the Intention of Use of Twitter in this type of IT. Furthermore, we saw that the Perceived Usefulness (-0.096) does not explain the Intention of Use, because one must consider that young people using Twitter do not perceive this relationship, as well as Perceived Ease of Use (0.036), which also does not appear as very important, because for young undergraduates, the Ease is inherent the act of surfing the internet, which is not a predictor of the intention to use this specific IT.

As a suggestion for future research, there is the investigation and application of other model types already

developed for IT and IS, so that the study of Cognitive Absorption (CA) can be broadened, especially in a national context in which the model offers an innovative approach to the area IS. It must also be emphasized that the relationship found in this study between the constructs Perceived Usefulness (PU) and the Intention to Use (IU) and the relationship between Perceived Ease of Use (EU) and the Intention to Use (IU) can be investigated in more depth, so that one can identify the veracity of this influence.

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