

## **The Phenomena of Virtual World Adoption: Antecedents and Consequences of Virtual World Experience**

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**Abstract :** We design an experimental study to learn about the cognitive implications of the use of avatars in a Virtual World (VW) (i.e., Second Life). The results support our proposed model, where a positive flow experience with VW influences the attitude towards VW, in turn influencing intention to use VW. Furthermore, VW flow experience can itself be impacted by perceived peer influence, familiarity with VW, and personality of the individuals behind the avatars in VW.

**Keywords :** avatar, flow experience, personality type, second life, virtual world

**Conference Title :** ICISDT 2015 : International Conference on Information Systems Design and Technology

**Conference Location :** Zurich, Switzerland

**Conference Dates :** January 13-14, 2015