Contents

Part I Theory

1 Introduction 3
1.1 Scope 5
1.2 Motivation 7

2 State of the Art 9
2.1 Introduction to Psychological Reactance 10
2.2 State Reactance 10
2.2.1 Consequences of State Reactance 11
2.2.1.1 Indicators of State Reactance 11
2.2.2 The Intertwined Process Cognitive-affective Model 12
2.2.3 Moderators of State Reactance 15
2.2.3.1 Other Moderators 17
2.2.4 State Reactance Assessment 18
2.3 Trait Reactance 20
2.3.1 Measurement 21
2.3.1.1 Awareness of Consequences Scale 21
2.3.1.2 Therapeutic Reactance Scale 21
2.3.1.3 Fragebogen zur Messung der Psychologischen Reaktanz 21
2.3.1.4 Hong's Psychological Reactance Scale 22
2.3.2 Correlation with State Reactance 23
2.4 Intermediate Discussion on Reactance Assessment 25
2.4.1 State Reactance Measurement 25
2.4.2 Trait Reactance Assessment 27
2.5 Conclusion on Reactance Assessment 28

Part II Relevance of Psychological Reactance in Human-Computer Interaction

3 Is Psychological Reactance Relevant for Human-Computer Interaction? If Yes, in Which Context? 33
3.1 Research Question 33
3.2 Methods 34

4 Literature Search - Reactance in Literature 35
4.1 Introduction 35
4.2 Results 36
4.2.1 Research Question 1 36
4.2.2 Research Question 1.1 37
4.2.3 Research Question 1.2 40

5 Expert Survey - Triggers for State Reactance 43
5.1 Introduction 43
5.2 Methods 44
5.2.1 Participants 44
5.2.2 Procedure 44
5.3 Results 44
5.3.1 Research Question 1.1 45
5.3.2 Reduced Freedom of Choice 47
5.3.3 High Effort or Costs 47
5.3.4 System Errors 47
5.3.5 Privacy Violations and Use of Personal Data 48
5.3.6 Scarceness 48
5.3.7 Research Question 1.2 48

6 Smart Home Study - Trait Reactance 49
6.1 Introduction 49
6.2 Methods 51
6.2.1 Participants 52
6.2.2 Procedure 52
6.3 Results 54

7 Intermediate Discussion on the Relevance of Psychological Reactance for Human-Computer Interaction 59
7.1 Introduction 59
7.2 Research Question 1 59
7.3 Research Question 1.1 61
7.4 Research Question 1.2 64
7.4.1 Smart Home Study: Acceptability 65
7.5 Methodological Criticism 65
7.5.1 Completeness 65
7.5.2 Trait Reactance 66

Part III Measurement of State Reactance

8 Reactance Scale for Human-Computer Interaction 69
8.1 Introduction 69
8.2 Research Question: How can State Reactance be Measured? 70
8.1 Item Generation 71
8.2 Item Selection - Smart Home Online Study 72
8.2.1 Participants 72
8.2.2 Stimuli 73
8.2.3 Procedure 74
8.3 Analysis 74
8.3.1 Item Selection 75
8.3.2 Structural Equation Modelling 76

9 Validation and Intermediate Discussion 81
9.1 Introduction 81
9.2 Smart Home Online Study Results 82
9.3 Validation Study: Intelligent Personal Assistant Study 83
9.3.1 Participants 83
9.3.1.1 Procedure 83
9.3.1.2 Results 84
9.4 Intermediate Discussion on the Reactance Scale for Human-Computer Interaction 85
9.1 Methodological Considerations 85
9.2 Validation 87

Part IV Determinants of State Reactance

10 Smart TV Study - System Errors 91
10.1 Research Question: What Factors Influence State Reactance? 91
10.1 Introdcution 92
10.2 Participants 94
10.3 Methods 94
10.3.1 Feedback Types 95
10.3.2 Conditions 95
10.3.3 Introduction of Errors 97
10.3.4 Experimental Procedure 98
10.4 Results 99

11 Persuasive Assistant Study - Moderator Variables 103
11.1 Introduction 103
11.2 Participants 105
11.3 Methods 105
11.3.1 Robotic Head 105
11.3.2 Amazon Alexa Skill 106
11.3.3 Procedure 107

11.3.3.1 Operationalization 108
11.4 Results 109
11.4.1 Attractiveness Prediction 109
11.4.2 Moderation Analysis 110

12 Intermediate Discussion on Determinants of State Reactance 115
12.1 Smart TV Study 115
12.1.1 Hypothesis 4 115
12.1.2 Hypothesis 5 116
12.1.3 Hypothesis 6 116
12.1.4 Study Remarks and Weaknesses 116
12.2 Persuasive Assistant Study 117
12.2.1 Hypothesis 7 117
12.2.2 Hypothesis 8 118
12.2.3 Study Remarks and Weaknesses 119

Part V General Discussion

13 Research Outcomes 123
13.1 Research Question 1 123
13.1.1 Research Question 1.1 123
13.1.2 Research Question 1.2 124
13.2 Research Question 2 124
13.3 Research Question 3 124
13.3.1 Research Question 3.1 125
13.3.2 Research Question 3.2 125
13.4 Methodological Considerations 125

14 Conclusion and Future Research 127
14.1 Conclusion 127
14.2 Outlook and Future Research 129

References 132

Appendix A: Questionnaires 141

Appendix B: Stimuli 145

Appendix C: Other 147