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VALUE-DRIVEN ACCEPTANCE: MAPPING VAM RESEARCH AND FUTURE DIRECTIONS FOR HEALTH, EDUCATION, AND EMERGING DIGITAL ENVIRONMENTS

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Recent research on the Value-Based Adoption Model (VAM) makes it a viable means of explaining how individuals would approach the assessment of new technologies by weighing the benefits they would receive against the costs they would potentially incur as they do. The model, originally designed to serve mobile internet, has become the source of information in research in domains of digital health, educational platforms, and a broad spectrum of new digital services. Based on the VAM-based research findings and the insights into the uploaded papers[1,2], as well as the existing references[6,8], this review synthesizes the effects of the perceived usefulness, enjoyment, costs, effort, and risks in the scope of user acceptance. It also demonstrates how the digital skills, the complexity of the system and trust in technology influence the evaluations. The paper will end with the recognition of conceptual gaps and future research directions, especially when digital ecosystems keep growing and developing.