

IST 110: Virtual Information Treasure Hunt

Information overload, e-commerce, and the environmental consequences

In the context of e-commerce, information overload can manifest in the more widely known form that is optional paralysis. With just about every company having established some form of facilitating purchasing goods from the comfort of peoples' homes instead of needing to physically travel to an inherently limited local radius, it's no longer as simple as figuring out the general item you want. Just about any item has varied price points, reviews, and alternatives for consumers to research before making their decision.

Ultimately, once the purchase is made and the product arrives, it may not live up to their expectations. Most online retailers offer free returns for just such disappointing outcomes, however there is a great environmental cost that comes with this form of instilling confidence in the consumer that is all but required in the modern e-commerce economy. (Ertekin, 2018, pp. 121-142, as cited in Lv & Liu, 2022) To put some numbers to that assertion, an environmental protection group by the name of Greenpeace found that the logistics of returning products generates two times the carbon emissions as the initial shipment. When you consider that the value of returns reached \$428 within just one year in the United States alone, it's not surprising that nearly a quarter of carbon emissions generated by e-commerce as a whole is attributed to the returns process. (Lv & Liu, 2022, 1. Introduction, para. 1) Reducing the pressure created by information overload in making purchasing decisions could therefore generate a positive environmental impact. This could potentially be achieved by a trustworthy, centralized reviews aggregation platform.

References

Ertekin, N. (2018). Immediate and long-term benefits of in-store return experience. *Productions and Operations Management*, 121-142. As cited in Lv & Liu, 2022.

Lv, J., & Liu, X. (2022). The Impact of Information Overload of E-Commerce Platform on Consumer Return Intention: Considering the Moderating Role of Perceived Environmental Effectiveness. *Int J Environ Res Public Health*.

Information provisioning and product reviews

I conducted my search using ScholarSphere through the PSU Library and retrieved the research article "Online Reviews And Information Overload: The Role of Selective, Parsimonious, And Concordant Top Reviews" (Jabr & Rahman, 2022). The article was a study that investigated how top reviews impact the efficiency of information provisioning on product choice. The researchers looked at how positive top reviews, simple top reviews, agreeable top reviews, and top reviews on unpopular products impacted product choice (Jabr & Rahman, 2022). They then looked at the role top reviews play with large numbers

of reviews and how top reviews are selected (Jabr & Rahman, 2022). The study highlighted that reaffirmation from positive top reviews and all reviews increased the efficiency of information provisioning (Jabr & Rahman, 2022). The researchers then concluded that products with a top review section of approximately three reviews that were positive and simple likely had the same impact as a celebrity endorsement (Jabr & Rahman, 2022). Additionally, they found concordance between the top reviews and all reviews were similarly impactful (Jabr & Rahman, 2022). They also found that top reviews are crowd sourced and lowering the chance a manipulated review makes it to the top reviews (Jabr & Rahman, 2022).

References

Jabr, W., & Rahman, M.S. (2022). Online Reviews And Information Overload: The Role of Selective, Parsimonious, And Concordant Top Reviews. *MIS Quarterly*, 46 (3).
<https://doi.org/10.25300/MISQ/2022/16169>

How information overload can impact mental health

This article goes into detail about mental health and social media. Specify how the COVID-19 pandemic has led to a surge in depression diagnoses, and the World Health Organization has proposed using social media more often to battle this trend. The author states that the study looks at how persistent exposure to the excessively upbeat lifestyles of social media celebrities on Instagram might really make depression worse (Reis, 2022). She then talks about how researchers carried out a quantitative analysis with 191 individuals, drawing on the social comparison theory and technostress literature (Reis, 2022). The creation of unpleasant feelings and the influencers' idealized lives have a broad indirect influence on depression, according to their findings. They were analyzed using structural equation modeling. On the other hand, preserving a healthy sense of self-worth can work as a barrier against depression. This investigation offers significant new knowledge in the areas of social comparison, technostress, and mental health research. (Reis, 2022).

References

Reis, Lea Reis. "Information Overload and Presented Lifestyle in Social Media: A Stress-Perspective on the Effects on Mental Health." Association for Computing Machinery Digital Library , 17 Jan. 2023, dl-acm-org.ezaccess.libraries.psu.edu/doi/10.1145/3510606.3550203.

Telepresence and consumer trust

A research model is proposed based on the telepresence theory to determine the long-term mechanism for generating consumer purchasing intention and explore potential information haze caused by information overload. A total of 406 usable samples were collected from the consumers of several cross-border e-commerce (CBEC) platforms in China. The results showed that telepresence has a positive effect on benevolence trust, integrity trust, and ability trust. As expected, benevolence trust and ability trust were found to exhibit significant mediation effects, while integrity trust did not have a significant mediation role. The moderated mediation mechanism shows that product information (description, display, and content) restrain mediation paths. The findings provide new perspectives on the information

haze caused by information overload. The results suggest that promoting an ability-oriented (ability trust) business philosophy and instilling good corporate character (benevolence trust) are vital in achieving sustainable development in CBEC platforms. Eliminating information haze could also help strengthen the activation effect of telepresence and promote the guiding role of customer trust on purchasing intention. This study's theoretical and management contributions extend our knowledge of optimizing management strategies for CBEC platforms.

Cross-border e-commerce (CBEC) is a new business form and model that refers to business activities (e.g., display, contact, and transactions in daily trade) in e-commerce platforms of transacting parties from different countries, relying on cross-border logistics to complete physical distribution and other related transaction processes (Baek et al., 2020; Qi et al., 2020; Zhu et al., 2020). With the sluggish growth of domestic e-commerce in recent years, CBEC is expected to become the new engine supporting the development of international trade and consumption. Global business-to-consumer (B2C) CBEC deal volume has exceeded a trillion dollars, growing by an average of 20% annually (Zhu et al., 2020; Chen and Yang, 2021). The share of CBEC in global e-commerce is expected to exceed 20% by 2022 (Zhu et al., 2019). Driven by the growth in China, the Asia-Pacific region is poised to become the world's largest CBEC market (Zhu et al., 2019Links to an external site.).

References

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Ability Orientation or Good Character? Moderated Mediation Mechanism to Determine the Impact of Telepresence on Consumer Purchasing Intention in Cross-Border E-Commerce

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