1. Does Domain Change the Opinion of Individuals on Human Values? A Preliminary Investigation on eHealth Apps End-users (*Open Access*)

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Abstract: The elicitation of end-users human values - such as freedom, honesty, transparency, etc - is important in the development of software systems. We carried out two preliminary Q-studies to understand (a) the general human value opinion types of eHealth applications (apps) end-users (b) the eHealth domain human value opinion types of eHealth apps end-users (c) whether there are differences between the general and eHealth domain opinion types. Our early results show three value opinion types using generic value instruments: (1) fun-loving, success-driven and independent end-user, (2) security-conscious, socially-concerned, and success-driven end-user, and (3) benevolent, success-driven, and conformist end-user. Our results also show two value opinion types using domain-specific value instruments: (1) security-conscious, reputable, and honest end-user, and (2) success-driven, reputable and pain-avoiding end-user. Given these results, consideration should be given to domain context in the design and application of values elicitation instruments. © 2021 IEEE. (20 refs)

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