

The Willingness-to-Pay for Using Web Search Engines

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This study aims to examine the willingness of different Internet users to pay for network search services as substitute for or in addition to using the free-of-charge search engines, all this in the area of dramatic developments and changes in the Internet and in the information technologies fields, the information overload and the commercialization of significant parts of the network.

The main premise of this research is that the free-of-charge search engines are no longer capable of providing the information required to users without biases, which are the result of economic considerations and technological decisions.

The study distinguishes between two main types of Internet users; experienced users and inexperienced users. The aim is to examine the willingness of each group of users to pay for the use of a paid search engine. This will be a 2X2 study design of users Internet experience and their exposure to the search engine business model. The study is also based on the motivation theories and on the impact of the intrinsic and extrinsic motivation on the adoption of information technologies in general and search engines in particular. In addition, the study deals with the definition of the search engines as a public good or as a commercial good.

The study will use a test between and within subjects in order to examine the relationships between the variables.