

# Cognitive Fit Theory Literature Review

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### Research Professor: Dinko Bačić



Preparing people to lead extraordinary lives

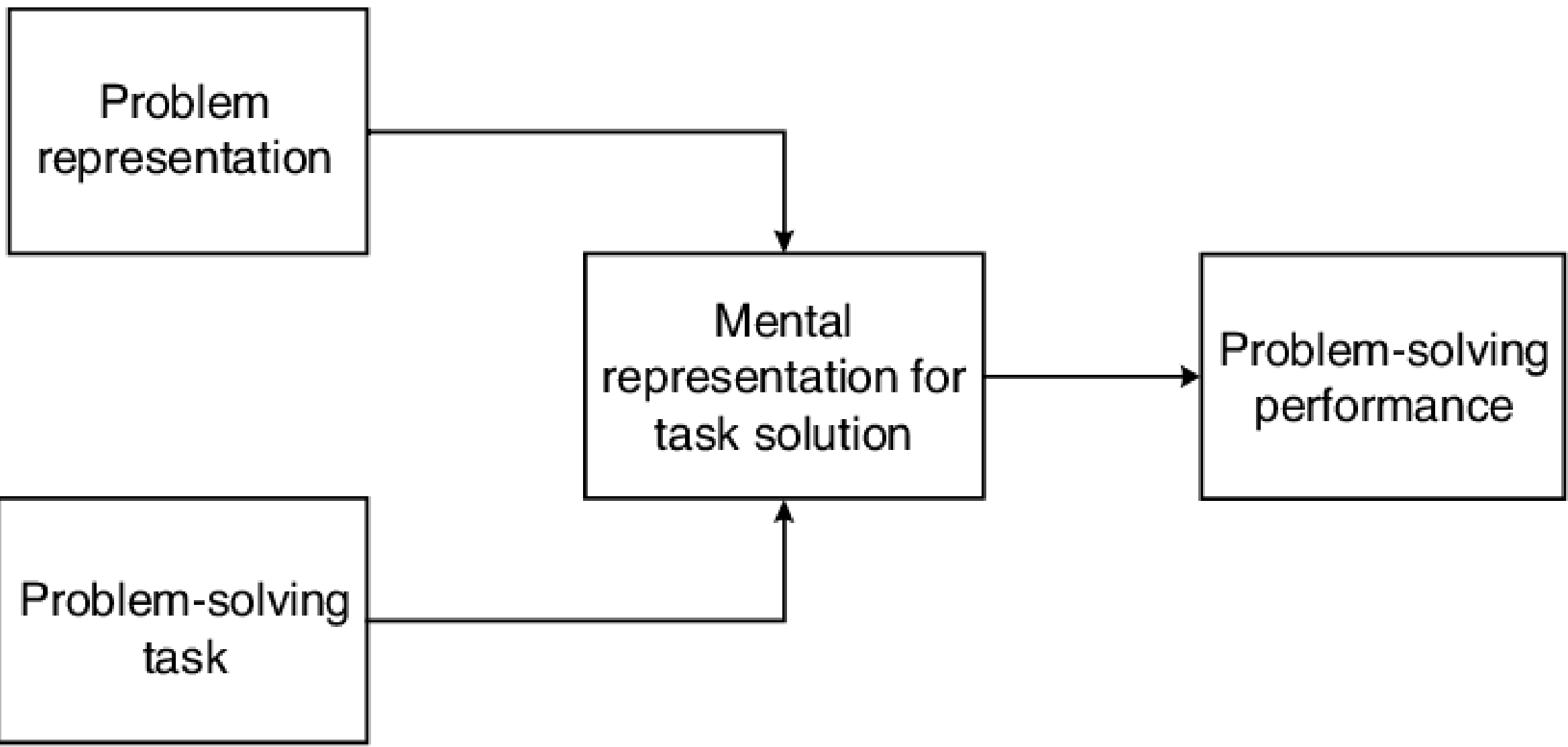
#### Abstract

This literature review examines Cognitive Fit Theory, an important theory originating from the field of Information Systems. The study analyzes 97 academic journal articles published between 1991 and the present day (2023). Data pertaining towards theories discussed such as experimental representations and tasks, design, contributions, hypotheses, findings, dependent variables, data collection methods, control variables, article rankings, and author attributes. The aim of this research is to serve as a framework to support Professor Dinko Bačić's literature review on Cognitive Fit. The results of this review will provide a better understanding of Cognitive Fit Theory and its application in Information Systems.

#### Background Introduction

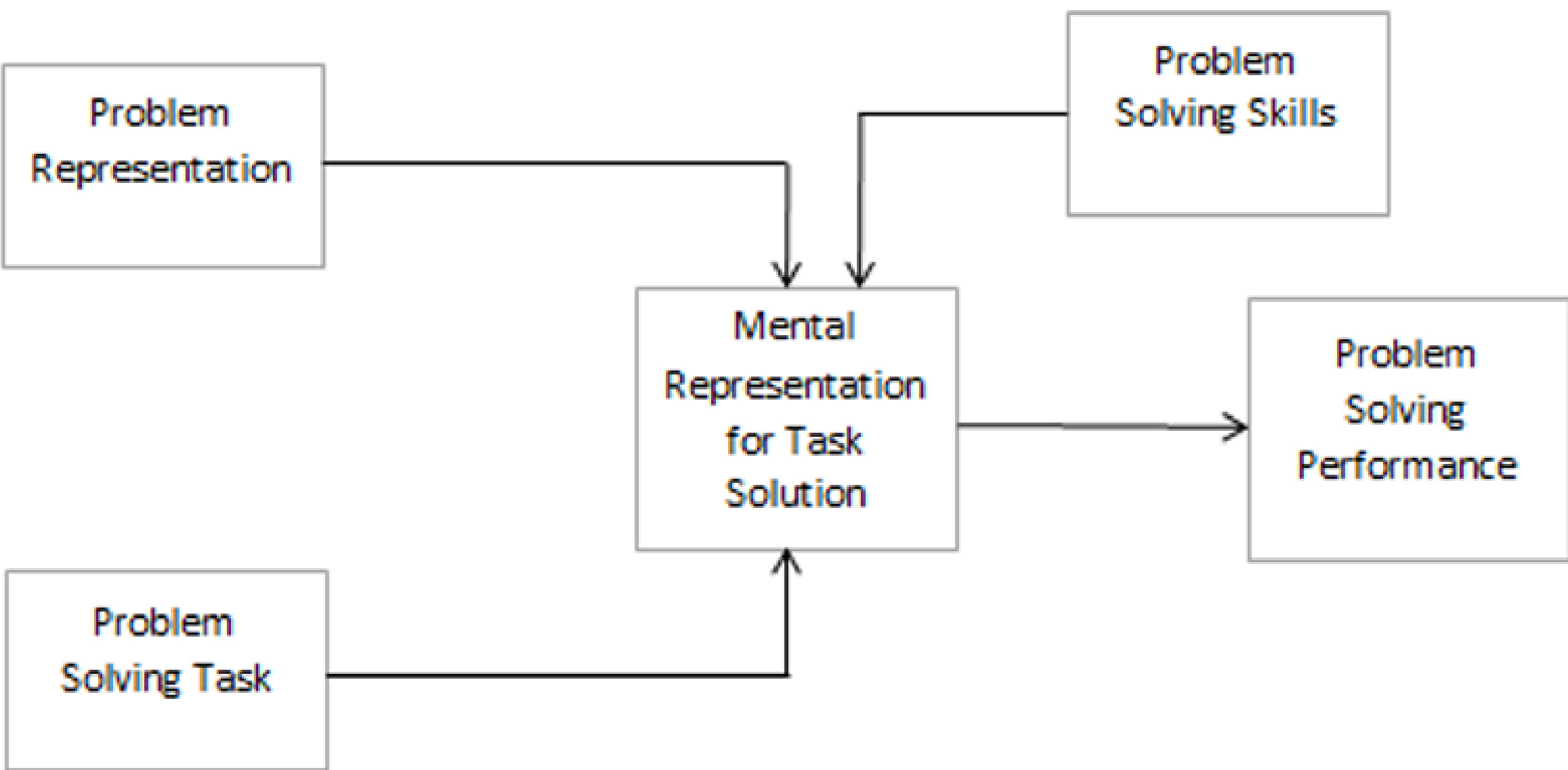
The original cognitive fit theory (CFT) states that there is a match between problem representation, problem-solving task, and cognitive style. This fit occurs when aids, such as problem representation, support the task strategies. Decision-making processes depend on this fit, and performance is affected by the information presentation, task, and decision processes used.

#### Original Cognitive Fit Theory (Vessey, 1991)

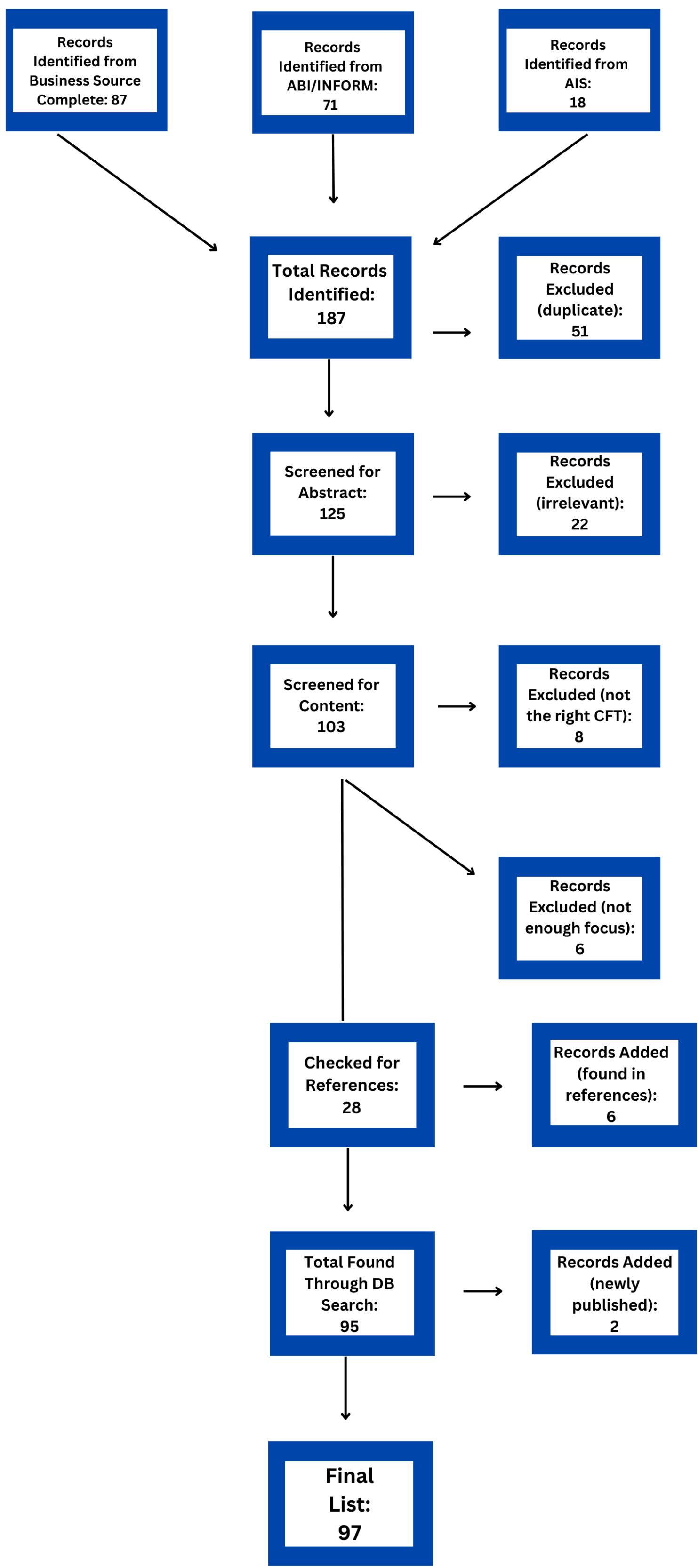


Cognitive Fit Theory was modified in 1991 by Vessey and Galletta when the two found that performance improved when subject skills matched either the task or both the problem representation and the task. No performance improvements were noted when skills matched the problem representation alone.

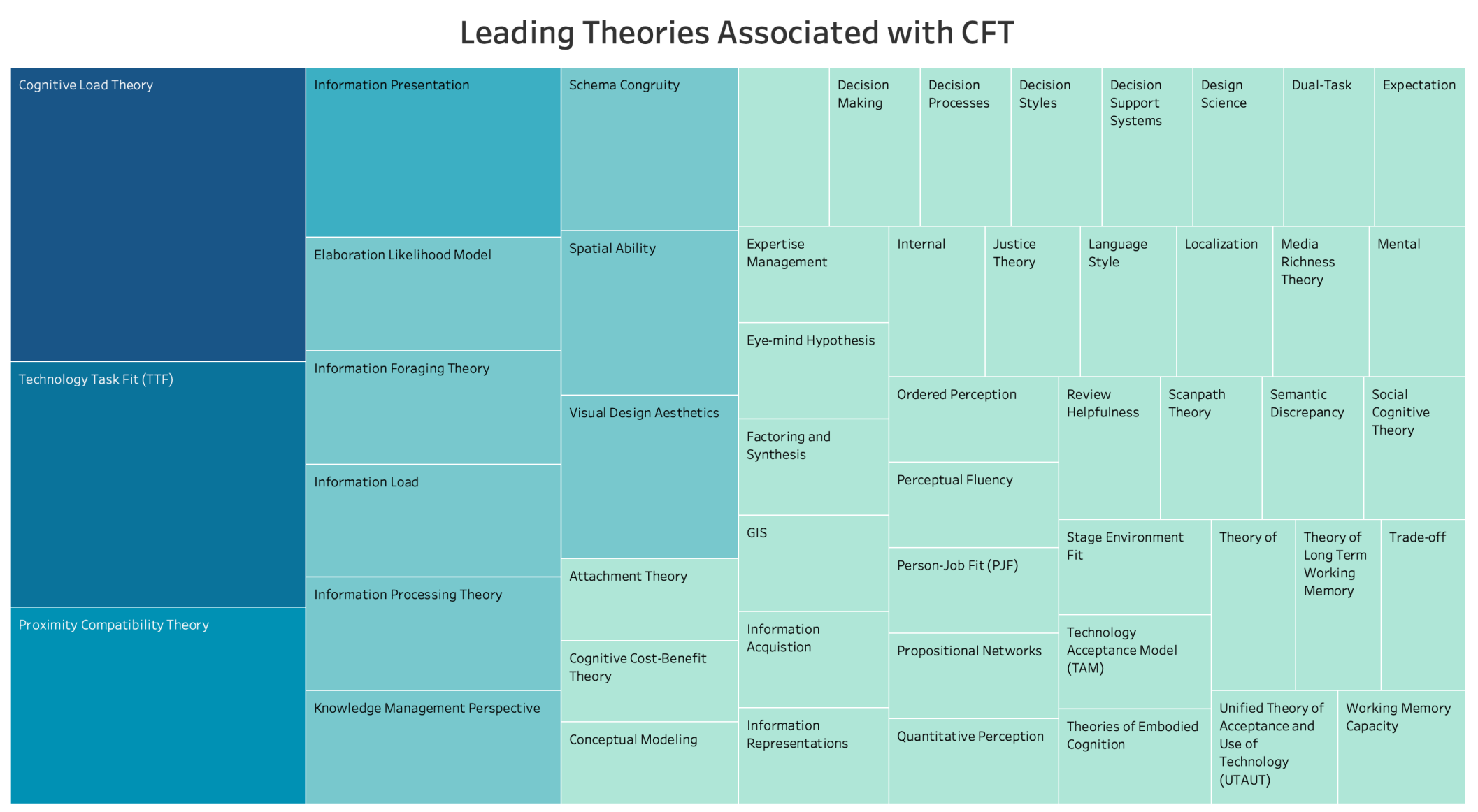
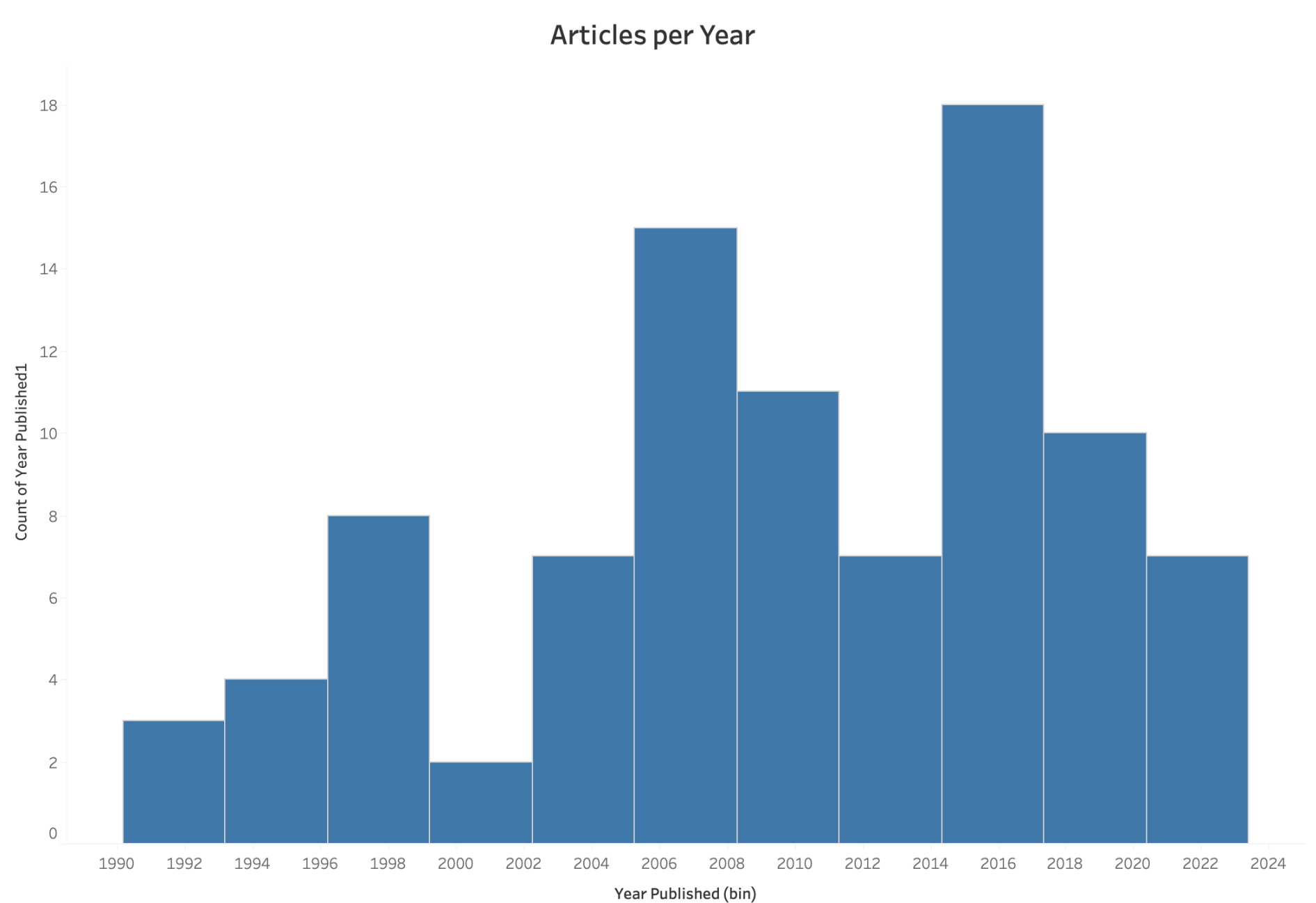
#### Modified Cognitive Fit Theory- Vessey and Galletta (1991))



#### Methodology

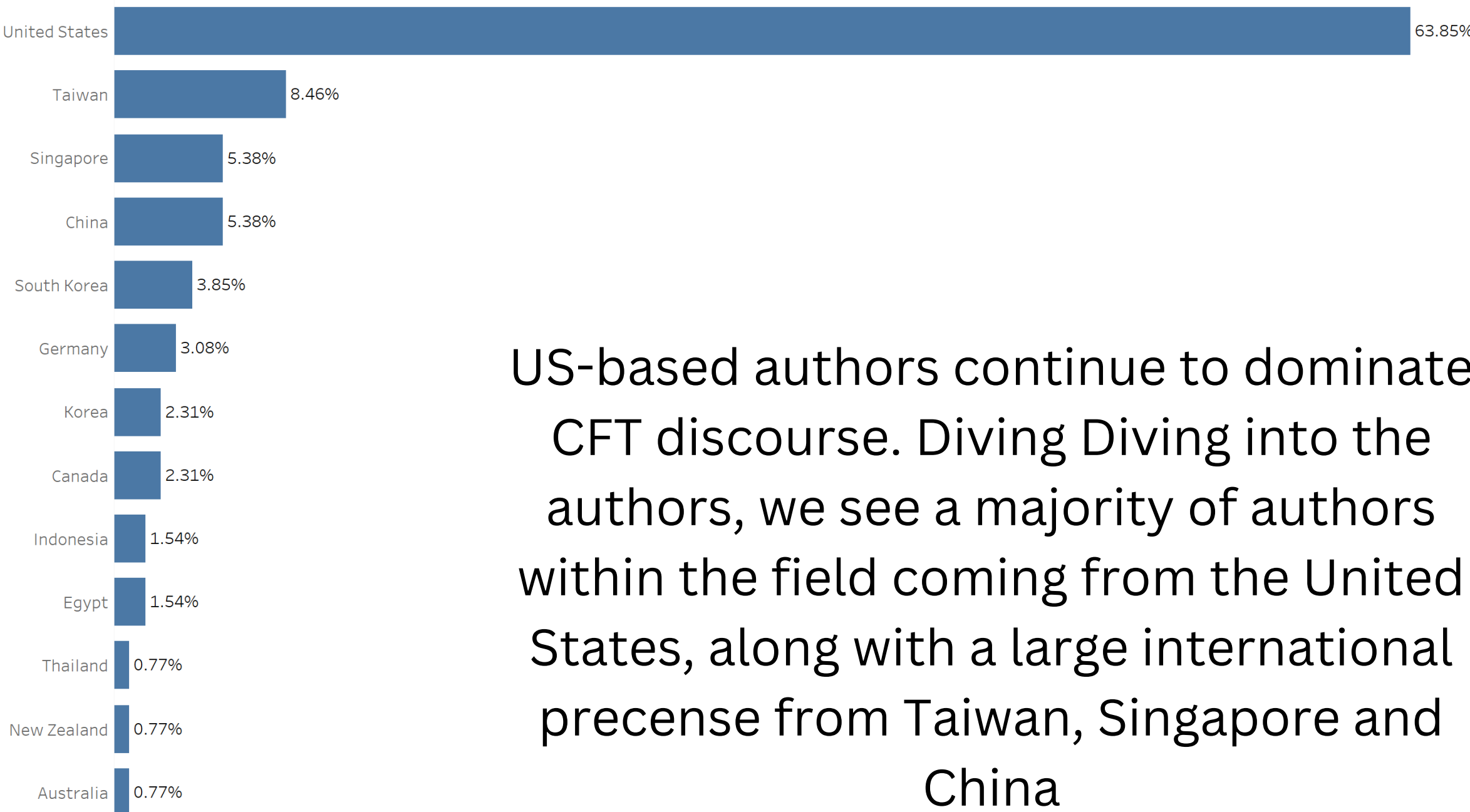


#### Results

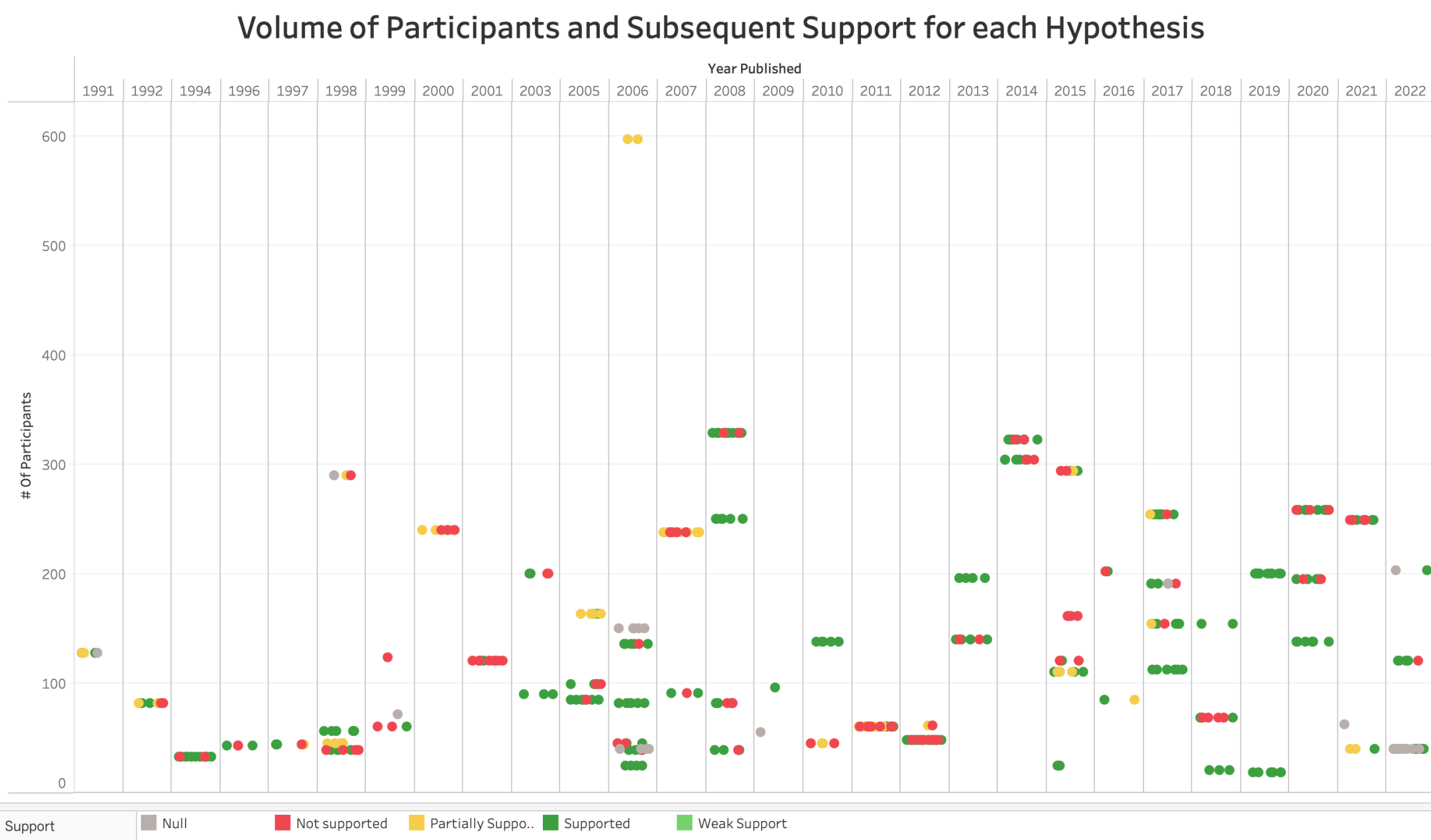
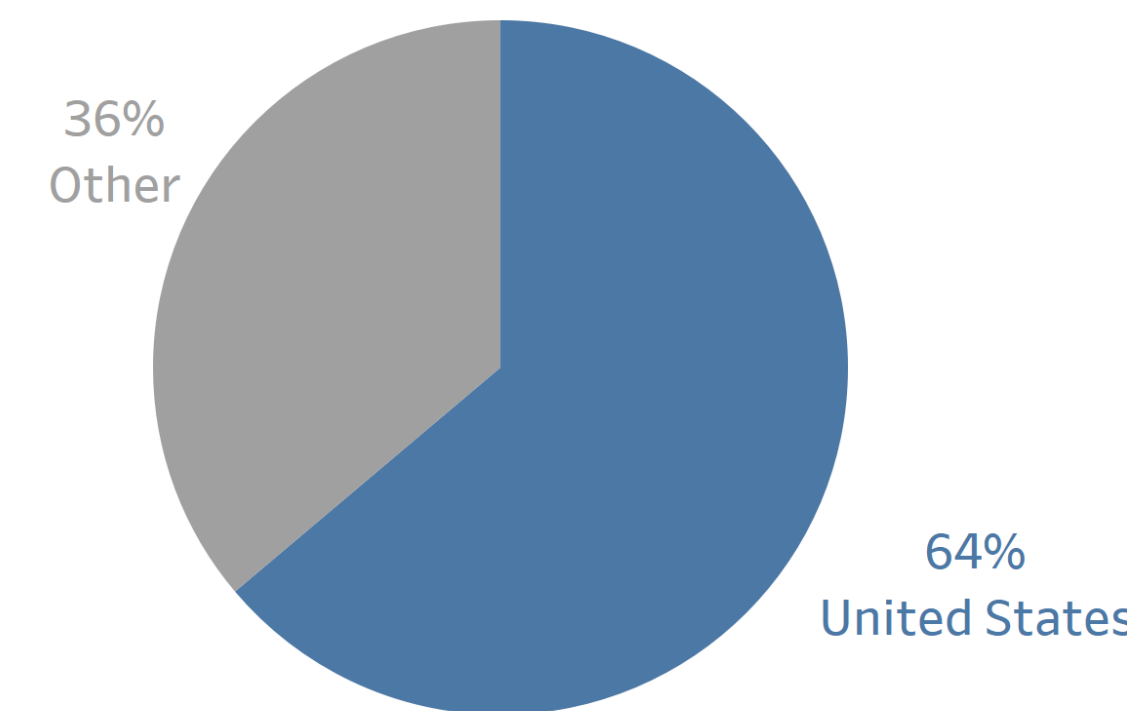


As shown, research on the theory has seen a staggered but upward trend after its introduction into Information Systems. Additionally, within this research three theories being studied in conjunction with CFT have stood out; Cognitive Load, Technology-Task Fit and Proximity Compatability Fit.

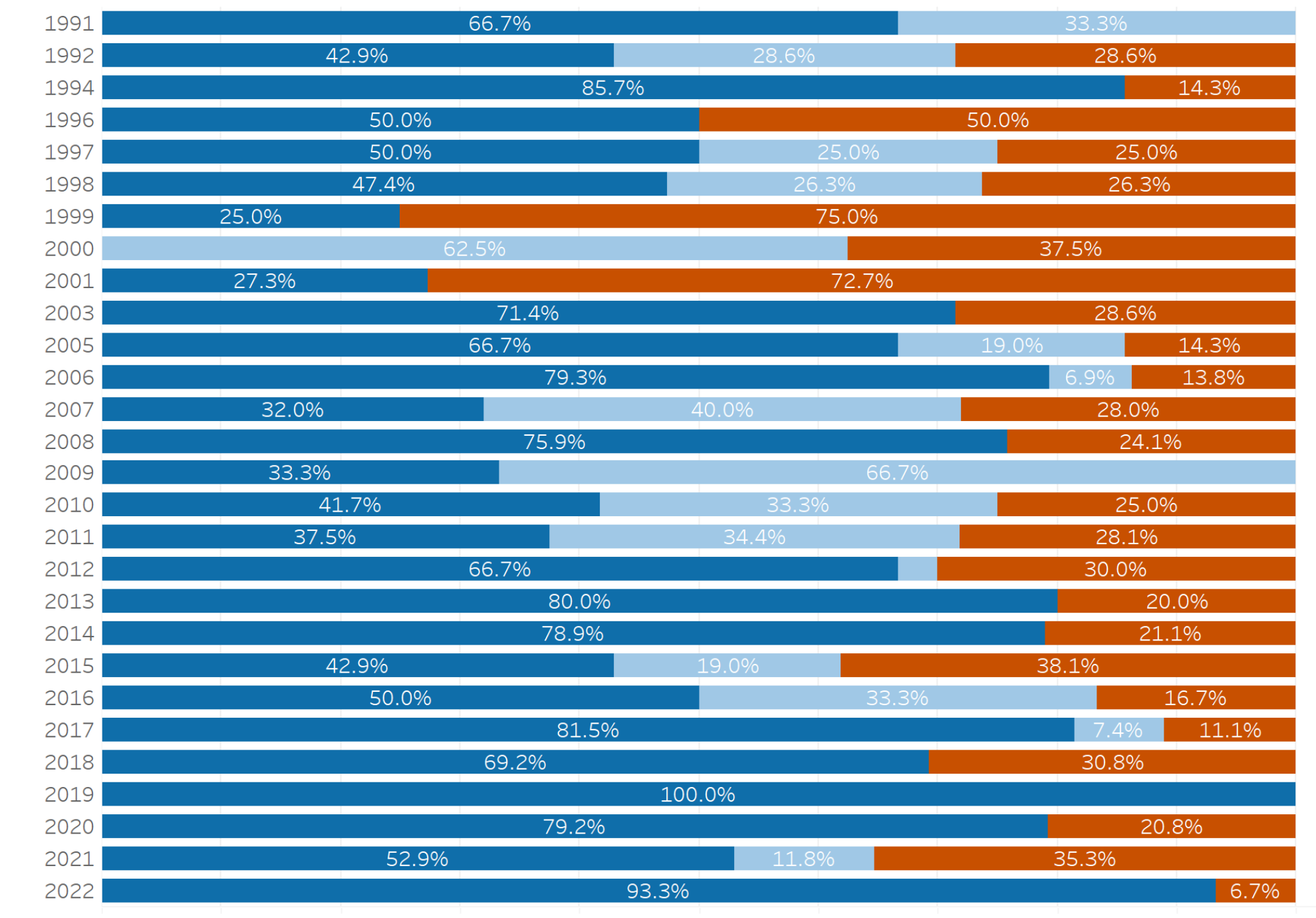
#### Results Continued



US-based authors continue to dominate CFT discourse. Diving Diving into the authors, we see a majority of authors within the field coming from the United States, along with a large international precense from Taiwan, Singapore and China



Ninety-seven journals were analyzed, and a total of 481 hypotheses were examined. The considerable quantity of unsupported and partially supported hypotheses presents an opportunity to gain a deeper understanding of the components of CFT and their effects on user performance.



#### Discusion/ Conclusion

The study highlights the importance of an updated review on cognitive fit that takes into account technological and workforce changes since the last review. By doing so, organizations can gain insights into how cognitive fit has evolved and how it can be applied in modern workplaces to improve employee performance, job satisfaction, and productivity.