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# USER ACCEPTANCE OF INFORMATION TECHNOLOGY: INSIDE THE AMERICAN HOME

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*"There is no reason anyone would want a computer in their home."  
– Ken Olson, President, Chairman and Founder of Digital Equipment Corp., 1977.*

It is indeed appropriate to begin this abstract with a quote from the call for papers for ICIS 1996: "There is great debate on how the forthcoming digital revolution will change the nature of. . .home life and society. Some predict that. . .homes will no longer need to be located near centers of commerce." While interesting, this prediction cannot come to pass if information technologies (IT) are not adopted in homes. "Many people remain detached from information technology and its benefits" (Machrone 1994, p. 87) as evidenced by the fact that only 12% of households had a personal computer (PC) with a modem in 1994 (PC World, 1994). Another indication of the apprehensions and uncertainties about adopting technology for personal use is the lack of acceptance of the Apple Newton, a personal digital assistant (Mossberg 1993). This new and innovative information technology failed to receive user acceptance as expected. This example suggests that consumers are not enamored with technology simply for the sake of technology. Thus, user acceptance, adoption, and use continue to be issues that deserve attention, particularly in this ever-expanding context that extends from the workplace into our homes.

This research has three main objectives:

1. We seek to systematically examine the generalizability of user acceptance models to American households. There have been several models attempting to predict acceptance and use of technologies based on user perceptions, attitudes and intentions. However, the validity of these models has yet to be tested among American homes, until now.
2. We attempt to explore the possible existence of survey method biases in past research and achieve triangulation of findings across methods employing qualitative research methods (i.e., interviews) in addition to survey methods.
3. We aim to identify factors associated with household adoption of information technology and to identify the characteristics of households that have and have not adopted technologies.

We employ a two-part methodology consisting of a mail survey with validated items from prior research and a phone survey with open-ended questions. The mail survey helps accomplish objectives 1 and 3, and the phone survey helps accomplish objectives 2 and 3. Data collection is now in progress, and at the conference, we expect to present the early findings targeted toward each of the objectives.

## REFERENCES

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