Why do certain consumers avoid new media developments?

An investigation of three prudent users' subjectivity

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Technologies are more and more pervasive, but some people resist and even refuse to use new technologies. Why?

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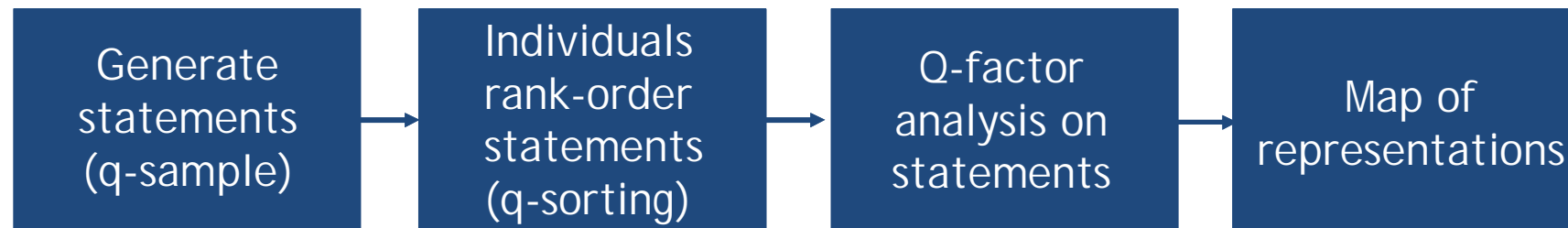# Understanding the representational space of users is crucial

- Usage: usability but also social acceptance is also important
  - Orlikowski and Baroudi, 1991;
  - ECT, Bhattacherjee, 2001;
  - TTF, Goodhue and Thompson, 1995;
  - Coping model of user adaptation, Beaudry and Pinsonneau, 2005

- Non usage: digital devide studies
  - Gender, age, education and family structure
  - ASA model, access, skills and attitude (Verdegem and Verhoest, 2009)
  - Non-access, technophobia and ideological refusal (Selwyn, 2003, 2006)

Using the Q-method to capture users' subjectivity

- Q-method (Stephenson, 1935, 1953), built on concourse theory and q-sorting

Generate statements (q-sample)	→	Individuals rank-order statements (q-sorting)	→	Q-factor analysis on statements	→	Map of representations

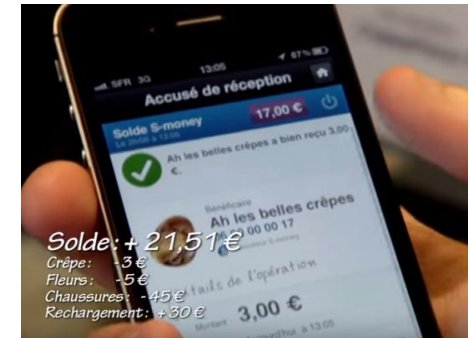UNIVERSITÉ DE NANTES

9 q-sort topics

Mobile technologies a priori + a posteriori

QR code advertising

Google glass

M-payments

M-ticket & transport

AR product previsualization

Parents' view

Future generation's view

Q-sample

1. I do not understand how it works; it's too complicated for me.
2. I do not feel like trying this.
3. It's better to be in face-to-face relationships rather than behind screens.
4. I could use it only if I did not have a minute for me and it would be an exception.
5. It's good only for attracting attention.
6. It's fun and playful.
7. We need to be able to touch the product

16. It makes me think that we are techno- and cellphone dependent.
17. It makes life easier!
18. It helps getting good deals.
19. Such technologies make it easier to access information we need.
20. It is not practical.
21. Data protection is essential.
22. I am not fond of this technology.
23. It's probably the future.

Relevance, Hedonic and Functional features, Privacy, Ideology, Easiness to use, Willingness to try
– covering aspects present in the literature

their customers geographically.
12. I feel it raises distrust about payment security.
13. It raises the question of cell phone fees.
14. These technologies are dangerous.
15. It's synonymous with advertising.

27. It's modern and coherent with our more and more mobile way of life.
28. I feel curious about trying it.
29. Such technology upsets me.

3 cases

2 Non-users

Smartphone owners, no mobile internet, no apps, no mobile purchase

1 Occasional user

Smartphone owner, occasional use of mobile internet and mobile apps, no mobile purchase

All females, 26-34 y.o, with higher education degree

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1/Marnie, non-user

Vision 1

Defiance
No curiosity

Vision 2 a

Parents would consider technology dangerous

Vision 2 b

Future generations would consider technology exciting

Vision 3

Distrust
No positive emotional associations

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2/Juliette, non-user

Vision 1

Technolgies are modern, they're the future. They are complicated to use and irrelevant. There's no need nor willingess to try them.

Vision 2

Technologies are easy to use, fun and playful. They are relevant to future generations' lifestyles.

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3/Louise, occasional user

Vision 1	Skepticism due to data protection issues Distant relationship, no emotional relationship Convenient in specific situations
Vision 2	Coherent with future way of life, technologies become vital, and also enjoyable

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Key conclusions

- Variety of determinants of use and non-use: context, but also ideological, emotional, functional aspects of technology must be considered

- Even when individuals' attitude toward new media development is negative, they may still recognize beneefits and partially adopt media

- Non-use can be pictured as a changeable geometry between different aspects, including not only satisfaction but also motivational factors in relation with specific use contexts

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Thank you!